JANUARY 5, 1948 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

to advertisers expecting a 1948 headache

In conference rooms all over the country, men are weighing one advertising medium against another. For 1948, an unpredictable year, calls for putting your money where it will pay off best. Agency-men and advertisers who *know*—men who have had WOR do amazing things for them—will tell you why WOR is heading more and more media recommendation lists in 1948:

1. WOR can be heard by more people—34,057,161—than any other single station in the United States.

2. WOR is heard regularly in 430 counties in 18 states.

3. WOR umbrellas the world's richest single market. Here, live your potential customers; people who spend at least $2,662,021,000 a year for general merchandise.

WOR—*heard by the most people where the most people are*

mutual

"WLS is the most popular station around here"

. . . L. W. Ritter, implement dealer, of Argos, Indiana

MERCHANTS in towns throughout Midwest America know WLS—and know the impact WLS has on their customers. L. W. Ritter, proprietor of the Argos Implement and Supply Co., Argos, Indiana, is typical.

"WLS is the most popular station around here," he says. "All the farmers listen to WLS. In fact, everybody has some program they listen to on WLS sometime during the day."

Before opening his own firm last May, Mr. Ritter worked for 12 years in the town's hardware store. His customers are all personal friends—he knows them well from living with them and serving them this long time. We know these people, too. For 24 years WLS has lived with them, served them. To listeners on farms and in towns throughout the Midwest, WLS has given the information they need, the entertainment they want.

Mr. Ritter's reaction to WLS is typical of most small town merchants—and Argos is typical of most small towns in the WLS area. It's a minor trading center (population 1,190) 32 miles south of South Bend, in Marshall County. WLS has the highest BMB in the county: 89% day and 88% night. Total population is 25,935, with 78% rural. Retail sales in 1946 were 18½ million dollars, 3½ million of this in food sales, almost half a million in drug sales.

Here's an important market—yet only a small part of the market intensively covered by WLS. In Argos and Marshall County, as in many other Midwest communities, WLS is the leading radio station—most listeners, most influence . . . *and the merchants know it.* For further details about WLS—its audience, its market, its results—ask any John Blair man.

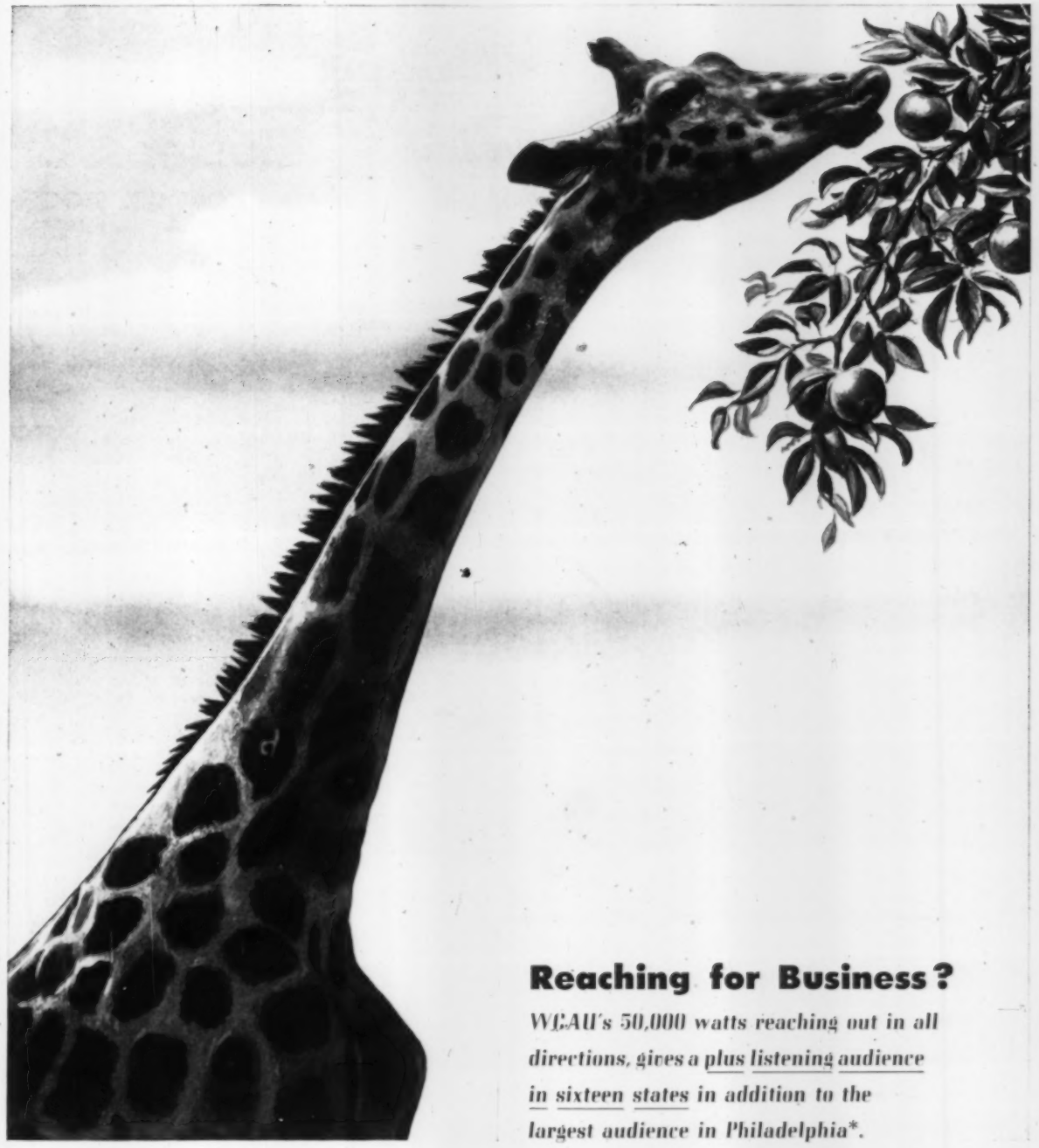
WLS
CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair & Company. WLS covers intensively 288 counties in Illinois, Indiana, Michigan, Wisconsin and bordering states.

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS



Reaching for Business?

WCAU's 50,000 watts reaching out in all directions, gives a plus listening audience in sixteen states in addition to the largest audience in Philadelphia.*

**Pulse of Philadelphia*
Hooper
BMB

"Umbrella Coverage"

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

The Philadelphia Bulletin Station

ished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

DESPITE fact network-AFM music contracts expire Jan. 31, four reliable Chicago music sources predict Petrillo will not pull musicians off jobs but has secretly instructed them to continue working without contract until agreement with networks is reached. Much depends, it is said, on decision to be handed down Jan. 14 by Judge Walter LaBuy.

WITH EMPHASIS on allocations and technical aspects of radio, drive for appointment of third engineer to FCC may get under way soon. Logically suggested is John A. Willoughby, acting chief engineer, as successor to Clifford J. Durr, whose term winds up June 30. Durr is from Alabama; Willoughby from South Carolina.

FREDERIC W. ZIV Co., New York, one of largest transcription firms, by mid-month will announce packaging of television film shows in addition to radio shows.

ANOTHER "man bites dog" radio transaction is in offing. Important station owner reported negotiating for acquisition of half interest in newspaper in competitive market where other newspapers have radio ownership affiliations. Last such big deal was purchase of *Indianapolis Star* by Eugene C. Pulliam, owner of WIRE, several years ago.

NEWEST U. S. agency to take interest in television is Dept. of Agriculture, which is experimenting with visual medium as aid to farming. Department pioneered in network programming in 20's when *Farm & Home Hour* was started on NBC with backing of Frank E. Mullen, NBC's agricultural-minded executive vice president.

ONE OF QUESTIONS to be popped at Wayne Coy—probably by Chairman White (R-Me.), author of proposed new Communications Act—will be how long new chairman intends to stay. Term runs until June 30, 1951. Mr. Coy probably will say his tenure depends upon his ability to get adequate funds for FCC to do its job and to keep his own head above water at present $10,000 per year stipend, representing less than half of what he drew as executive vice president of WINX Washington.

AMONG CHANGES which may be made in revised White Bill before it reaches Senate floor next month may be boost in FCC Commissioners' pay from present $10,000 and proposed $12,500 to $13,500. Members of recently created Atomic Energy Commission get $15,000, with chairman drawing $17,500, which creates new precedent for independent agencies.

FCC COMR. Clifford J. Durr's outburst against President's loyalty program (story page 17) arousing speculation whether Alabama dissenter will choose to support President Truman or Third Party Candidate Henry A. Wallace in next year's elections. That's one subject Mr. Durr hasn't talked about.

Upcoming

Jan. 5: NAB Legislative Committee, NAB Hdqrs., Washington.

Jan. 5: NORC Survey Committee, BMB Board Room, New York.

Jan. 6: NAB Research Committee, BMB Hdqrs., New York.

Jan. 7: Wage & Hour hearing on radio industry overtime, Interdepartmental Auditorium, Washington, 10 a.m.

Jan. 8-9: NAB Sales Managers Executive Committee, NAB Hdqrs., Washington.

Jan. 9: RMA-FMA Liaison Committee, Statler Hotel, Washington.

Jan. 9: RMA Servicing Clinic, Bellevue-Stratford, Philadelphia.

(Other Upcomings on page 82)

Bulletins

CONTRACTS with ABC, CBS and NBC were signed Jan. 2 by Radio Writers Guild Western Regional division. Contracts follow national pattern. Regional programs are assigned minimum equal to 60% of national rate; local programs 40% of national.

BARTLETT T. MILLER, assistant vice president of American Telephone & Telegraph Co., has been elected vice president in charge of AT&T's long lines division. He succeeds Frank P. Lawrence, who is retiring after 35 years with the Bell System.

NO KALTENBORN PETITION

FCC authorities said Friday no communication had yet been received from Dr. Rolf Kaltenborn with respect to his projected subscription radio Pioneer Network (see page 74.)

Business Briefly

ALL TONI CO. STOCK BOUGHT BY GILLETTE

PURCHASE as of Jan. 2 of all stock of Toni Co., Chicago (Toni Home Permanent Wave-Kit and Creme Shampoo) by Gillette Safety Razor Co., Boston, announced in Chicago Friday by J. P. Spang Jr., Gillette president.

Mr. Spang said sale was cash transaction involving neither an exchange of stock nor public financing. Price of Toni stock fixed at eight million dollars, plus true net worth of Toni Co. on Dec. 31, 1947, as determined by audit. Net worth estimated at more than four million dollars. Total of $11,500,000 cash paid by Gillette Jan. 2 and balance, less reserve for contingencies, to become payable July 1, 1948.

Gillette agreed that when Toni's earnings after taxes under Gillette ownership reach eight million dollars—representing major part of Gillette's initial investment—Gillette will pay to sellers additional sums equal to 50% of Toni's later earnings after taxes to total of eight million dollars.

Toni Co. will operate as heretofore under active management of R. Neison Harris and Irving B. Harris, founders, and Phil Kalech, sales manager. Toni sales and advertising offices in Chicago, plant and research facilities in St. Paul.

Sale said to be motivated by fact that Toni's radio-built operation [BROADCASTING, Oct. 20] needed outside capital and organization. Firm to operate as division of Gillette. Maxon Inc. handles advertising and publicity for Gillette.

Toni billings appproximately $22,000,000 in 1947, with estimated $4,000,000 advertising budget, predominantly radio. Firm skyrocketed from $5,000 investment three years ago. Toni agency has been Foote, Cone & Belding, Chicago.

NEW ACCOUNT ● Warner Bros. Co. (foundation garments) has appointed LaRoche & Ellis, New York, as agency. Plans under way for fall campaign.

FCC Extends Time for Mayflower Briefs

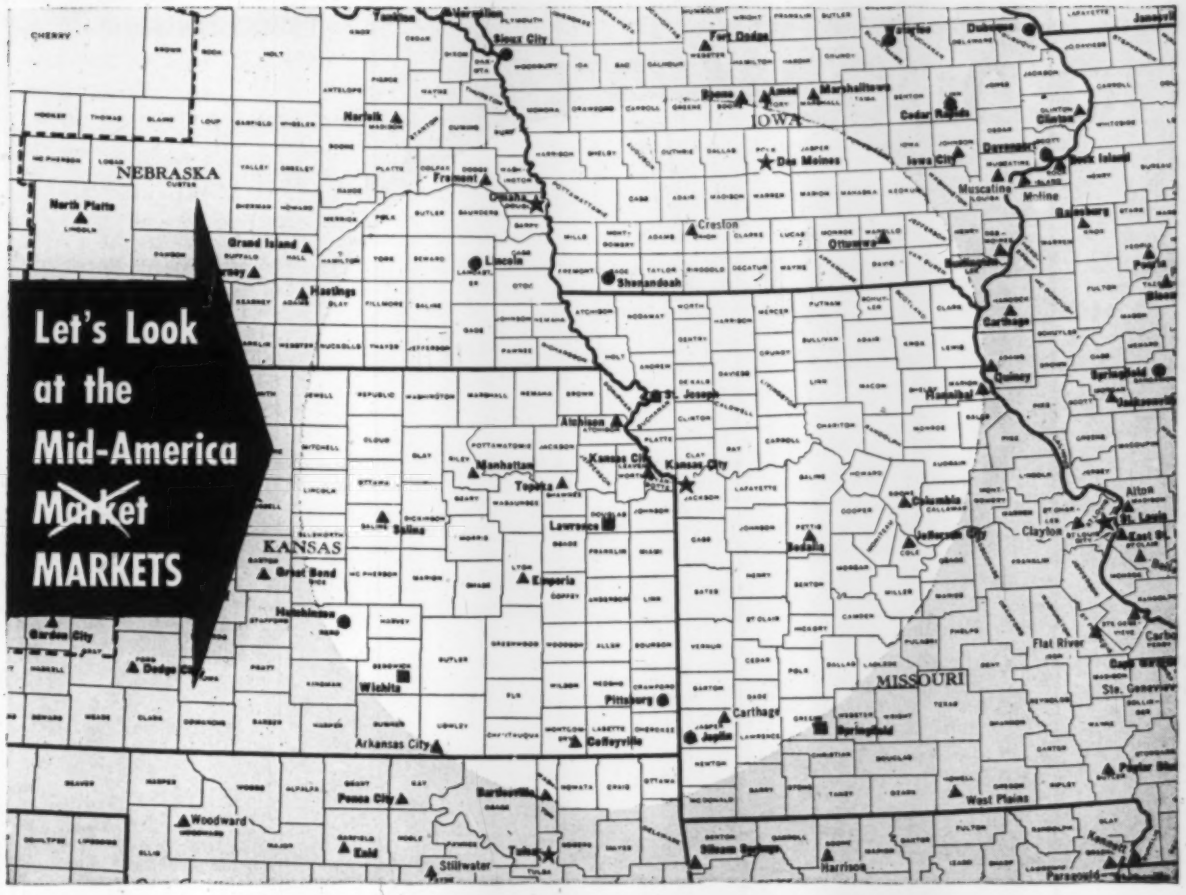
TIME HAS BEEN extended to Feb. 1 by which notices of appearances may be filed with FCC for participation in March 1 hearing on rights of stations to editorialize on the air, Commission reported Friday. Briefs and written statements also must be filed by that date.

Some 49 individuals and organizations thus far have expressed intent or filed for appearance in the proceeding which involves renewed consideration of the Commission's 1941 Mayflower Decision banning expression of opinion by broadcast licensees. In addition to NAB and numerous licensees and industry spokesmen, these include Charles A. Siepmann, New York U. professor of education and co-author of FCC's Blue Book; Dr. Stephen S. Wise, American Jewish Congress president, who forsees dangers involved in relaxation of the FCC ruling; CIO; AFL; American Veterans Committee; Saul Carson, radio columnist of *New Republic* and *Radio Best*, and Dr. I. Keith Tyler, head of Institute for Education by Radio, Ohio State U.

NAB, in addition to its own staff, has proposed to invite score of industry representatives. John Shepard 3d, chairman of board Yankee Network, is to appear and relate circumstances of original Mayflower ruling involving Yankee's WAAB Boston (now Worcester, Mass.).

O. Thomas Franklin, editorial supervisor KYA San Francisco news bureau, has gone on record as opposing relaxation of editorial ban saying "the American public is now given straight, unbiased news *only* by radio" and that "a federal stamp of approval on editorial-

(*Continued on page 86*)



(KCMO ½ millivolt contour map — 50,000 watts non-directional)

Mid-America is many markets in one — metropolitan, urban and rural. And KCMO, Greater Kansas City's most powerful station for Mid-America, covers this entire area . . . reaching out far beyond the ½ millivolt contour to a mail area (based on first 3 months' operation) which includes:

100 counties in Missouri
79 counties in Kansas
42 counties in Nebraska
70 counties in Iowa
19 counties in Oklahoma
30 counties in Arkansas
23 counties in Illinois . . . plus
18 other states not tabulated.

This is 150 counties more than the 213 counties in the ½ millivolt area.

With 50,000 watts day, *non-directional*, and 10,000 watts night, KCMO, and only KCMO, offers you *one-station, one-rate coverage of this* important industrial and agricultural area.

National Representative:
JOHN E PEARSON CO.

KCMO

Base map courtesy Broadcasting Magazine

Kansas City, Mo. • Basic ABC for Mid-America

10,000 WATTS

The Swing is to WHB in Kansas City

WHB is swinging high because . . .

Throughout every period of its broadcast time, WHB is the area's highest Hooperated station.

In the vast and incredibly rich Kansas City Marketland, WHB reaches effectively the greatest number of listeners per advertising dollar, has the lowest cost per thousand listener rate.

WHB will soon be offering greater power, a better frequency and full-time operation!

See your John Blair man today, and join the Swing to WHB in Kansas City!

WHB

MUTUAL NETWORK • 10,000 WATTS DAY—5,000 WATTS NIGHT
710 KILOCYCLES • FULL TIME

BROADCASTING TELECASTING

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At Washington Headquarters

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Editor and Publisher

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PROMOTION

WINFIELD R. LEVI, *Manager*

Betty Beckanstin.

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Bruce Robertson, *Senior Associate Editor*.
ADVERTISING: S. J. Paul, *Advertising Director*; Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4118
William L. Thompson, *Manager*; John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager*; Ralph G. Tuchman, *Hollywood News Editor*. Ann August.

TORONTO BUREAU

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes, *Manager*.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Pat. Office

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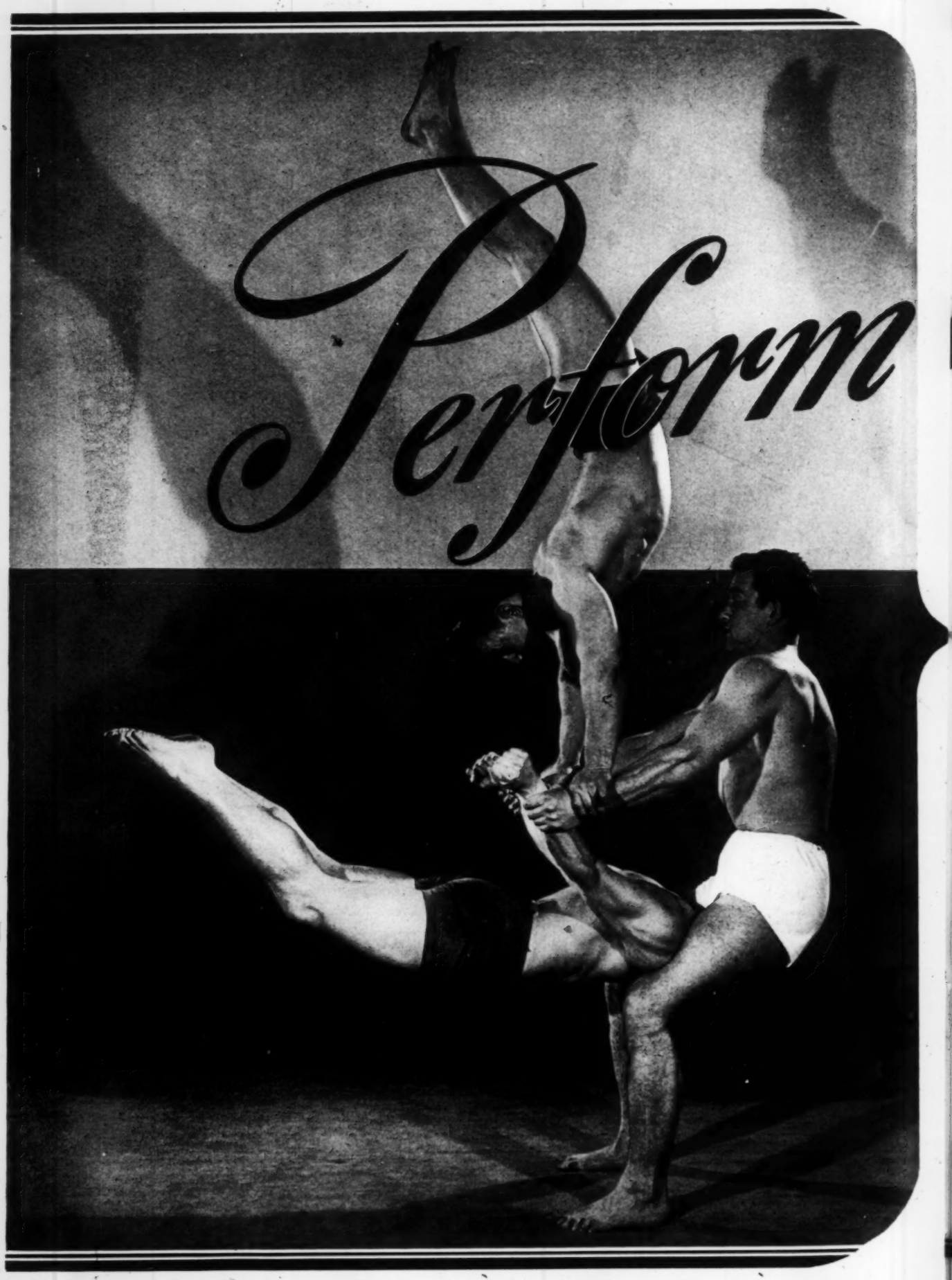
SUBSCRIPTION PRICE $7.00 PER YEAR, 20c PER COPY

INDIANA (Pa.) IS 100%

TO MORE THAN 10,000 men, women and children, Indiana (Pa.) is back home. That's where they spent $17 million at retail in 1946, and that's where they listen faithfully to KDKA (whose nighttime BMB rating in Indiana, and throughout Indiana County, is 100%).

In the BMB 90-100% class, KDKA has 19 daytime counties and 24 nighttime counties.. a generous portion of the Pittsburgh market, two-thirds of whose people live *outside* the city limits. Altogether, BMB credits the nation's pioneer station with 1,159,910 daytime families and 1,303,520 nighttime families. The facts of this amazing listenership are contained in "The Pittsburgh Story." You don't have a copy? Write, by all means, today!

KDKA, Pittsburgh. *50,000 watts. NBC affiliate. Westinghouse Radio Stations Inc (KEX, KYW, WBZ, WBZA, WOWO, KDKA). Represented nationally by NBC Spot Sales—except KEX. KEX represented nationally by Free & Peters.*


Perform

ance!

• Performance, the dictionary says, is an "exhibition of skill." And that is what we mean when we say "you can count on these stations for performance." We mean exhibitions of local programming skill and demonstrations of smooth, efficient handling of the advertiser's campaign. You'll get performance on these stations which will make spot radio even more profitable for you.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	Ft. Worth	ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T. H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	CBS
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

EDWARD PETRY AND CO. INC.

Remember the story about...

A beautiful butterfly, too! A colorful, sweeping thing. And once again we're going to have to tell you . . . that's pretty much the story of W-W-D-C. W-W-D-C started as an idea. A little idea that grew. As it developed under the warm rays of sales producing, it started to fly. Colorfully, too! Today in Washington, if you want to do a sales job at low cost, use the station people look to . . . 1450 on the AM dial . . . 101.1 on the FM dial. That's the way to fly!

Only one other station in Washington has more loyal listeners

WWDC

AM-FM—The D. C. Independent

Represented Nationally by

FORJOE & COMPANY

Feature of the Week

THIS IS THE TURNOUT that spot radio produced when C. J. Farley Co. had its close-out sale. The photo was taken shortly before the doors opened for the first day's sales.

SELL-OUT SALE, disposing of more than a half million dollars worth of stock, was a slam-bang success principally because it was promoted through spot radio. C. J. Farley Co., big dry goods firm in Grand Rapids, Mich., used radio heavily in advertising its close-out sale—and WJEF Grand Rapids, in cooperation with the John Lynch Sales organization of the same city, produced a campaign that had customers lined up for a half-block an hour before the opening of the sale.

Farley Co. officials estimated the first day's crowds to be 8,000 persons, a figure especially significant because the outlet had been a wholesale store, and had never before opened its doors to the retail market.

Five other Grand Rapids stations, WOOD, WLAV, WFUR, WGRD and WFRS (FM), were used in the campaign. On Dec. 4 and 5, WJEF opened the campaign by airing spot announcements for sales help to work in the gigantic sale. The spots brought in the necessary help—and on Dec. 6 the CBS outlet began to advertise the sale with eight announcements daily.

The crowd these spot announce-

(Continued on page 71)

Sellers of Sales

DESCRIBING present status of and future plans for the many fashion and cosmetics accounts she handles, Miriam Traeger, timebuyer for Abbott & Kimball, New York, said: "You might say my heart is in radio, but my mind is in television.

"It is my feeling, and that of Mr. Kimball" (president of the agency), Miss Traeger continued, "that television is the coming medium for fashion. It is bound to be used, although confessedly fashion accounts are buying in the medium rather slowly." However, she predicted that many of the agency's clients would be using video the early part of next year. The agency already has used television shows for *Harper's Bazaar* and Dobbs Hats.

MIRIAM

Miss Traeger, who has been associated with Abbott & Kimball since March 1944, started her career on the clerical side in 1931 with WMCA New York as secretary to Donald Flamm, who was then president of WMCA. She remained in that capacity until 1940 when Mr. Flamm sold the station. Her next job was with the Constance Bennett Co., New York, as assistant manager of the company's newly opened New York office.

A year and a half later radio beckoned again and she returned to the industry, this time as secretary in the sales department of WINS New York, whose general sales manager was then Cecil Hackett. When Mr. Hackett left the station to join Abbott & Kimball as vice president in charge of radio, he offered Miss Traeger her present position of timebuyer. She accepted and now handles the following accounts: Joe Lowe Corp. (Popsicles), Marvella Pearls, Bonne Bell Cosmetics, Blackstone and Gorham, Colonial Dames Cosmetics, Renoir Perfumes, Queen Make Dresses, Koret of California, Mark Cross, Union Pharmaceutical, Artra Cosmetics, Peggy Sage Products, Volupte Compacts.

Miss Traeger is an attractive, slim, brown haired, green-eyed young lady who lives with her parents at their home in Brooklyn.

TO REACH THIS RICH MARKET ECONOMICALLY- BUY

WRAW

READING, PA.

(Established 1922)

"A Steinman Station"

Represented by

ROBERT MEEKER ASSOCIATES

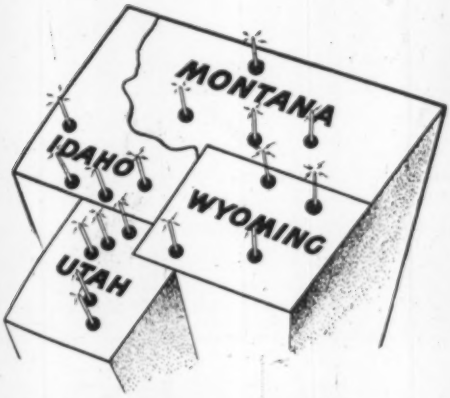
New York • Los Angeles

Chicago • San Francisco

NBC AFFILIATE

One of a series. Facts on radio listening in the Intermountain West

Intermountain Network Delivers 40.7% of the Audience



FOR GROVE LABORATORIES

(11.0 Hooperating at 1 p. m.)

The Winter, 1947 Hooper reveals that the "Intermountain News", aired at 1 p.m., had 40.7% of the audience and a rating or 11.0 in 14 intermountain network cities including Salt Lake City. Grove Laboratories had a participating spot in this program for 4-Way Cold Tablets. Here is the Hooper report:

URBAN AUDIENCE MEASUREMENTS

Winter, 1947
Monday thru Friday

Time	Sets In Use	INTER-MOUNTAIN NETWORK Rating	A Network Rating	B Network Rating	C Network Rating	All Others Rating
1:00 p.m.	27.0	11.0	2.1	1.8	9.5	2.6

14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

What the Intermountain Network has done for Grove Laboratories, Intermountain can do for you, too. See Avery-Knodel!

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMFR, Great Falls *
KYES, Butte *

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

*Under Construction

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

how would you like the REGION'S BEST FARM PROGRAM in SEATTLE?

● Here's a nice example of the *extra values* that are always available in "national spot".

In the Washington State Grange's most recent survey of its 47,000 farmer members to determine the relative popularity of all stations heard in the State, KIRO, Seattle, had 3½ times *more Grange listeners than its next* competitor and more Grange listeners *than all other Seattle Stations combined!*

The heart of KIRO's farm programming is a 7:15-7:30 a.m. daily feature called "Farming With KIRO"—a *spot* availability, and the best farm program in the Pacific Northwest.

Let us show you what Bull's-Eye Radio can do for *you*—in Seattle or any of the other top markets shown at the right.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CONCORDIA	KFRM
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC-KFRM
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
TELEVISION:	
ST. LOUIS	KSD-TV

NEW YORK:	CHICAGO:	DETROIT:	FORT WORTH:	ATLANTA:	HOLLYWOOD:	SAN FRANCISCO:
444 Madison Ave.	*180 N. Michigan Ave.*	*Penobscot Bldg.*	*406 W. Seventh St.*	*Palmer Bldg.*	*6331 Hollywood Blvd.*	*58 Sutter Stree*

BROADCASTING
TELECASTING

VOL. 34 No. 1 WASHINGTON, D. C., JANUARY 5, 1948 $7.00 A YEAR—20c A COPY

Petrillo In Court as Musicians Strike

770 Transcription, Recording Firms Affected

By EDWIN H. JAMES

JAMES C. PETRILLO, unquestioned boss of 195,000 U. S. musicians, last week made good his threat to pull his boys out of the recording and transcription studios.

At midnight Dec. 31 his American Federation of Musicians imposed its long-heralded policy of refusing to work; about 770 recording and transcription companies were affected.

The AFM president was undeterred from embarking on his severe course of action despite his coincidental prosecution by the federal government on charges of violating the Lea Act. Mr. Petrillo was engaged in defending himself in federal court (see separate story) when his musicians, following his command, quit the recording and transcription business.

Mr. Petrillo's fiat prohibits his musicians from playing for any recording or transcription, including recorded or transcribed radio shows.

For a few hours Wednesday it was feared that Mr. Petrillo had broadened the original scope of his ban to include all recorded or transcribed repeat broadcasts on networks.

A blanket order issued by the AFM covering the work stoppage for recordings and transcriptions indicated that such broadcast repeats were included. The union chief, however, quickly clarified this situation to permit recorded and transcribed repeats in those instances where they are performed because of time differentials in various zones.

A day before the imposition of the AFM recording ban, counteraction by all branches of radio and recording began to crystallize with the appointment by the Industry Music Committee of legal and public relations counsel to serve as special advisors to the inter-industry group in the coming tilt with Mr. Petrillo.

Sydney M. Kaye, vice president and general counsel of Broadcast Music Inc. and leading strategist in the radio campaign against

(*Continued on page 14*)

CHESHIRE-LIKE, the AFM czar smiled confidentally as he entered Judge LaBuy's courtroom last Tuesday.

Backlog of Transcriptions Will Continue One to Two Years

EFFECTS of Mr. Petrillo's ban against recording of instrumental music were not expected to be discernible immediately to the public.

Virtually every transcription and recording firm has been producing at top capacity since the AFM announcement of a year-end deadline. It is estimated backlogs of master records will provide enough "new" music to last from one to two years.

Harry S. Goodman Radio Productions, New York, spent $1,000,000 in a single month—December—producing musical spot announcements, a company spokesman said. Much of this volume originally had been scheduled for 1948 production but instead was compressed into December to get under the wire.

The musical ban will not affect programs of the Charles Michelson Co., New York, whose *A Date With Judy* has 130 broadcasts in storage and *Smilin Ed McConnell* 78, a representative stated.

World Broadcasting System is preparing to record jingles with single voices and *a capella* choirs, Herb Gordon, production head of the company, reported. He said World has cut more than a year's supply of its transcribed shows and a similar supply of library selections of recorded music.

Transcription experts pointed out that the ban affects only instrumental music and that commercial spot announcements and dramatic shows will be recorded as usual. When instrumental music is necessary it can be dubbed from existing recordings with no noticeable difference to the radio listener.

Disc Firms Ready

Kermit-Raymond productions reported that its *Hollywood Open House* had 53 broadcasts in stock, *Hobby Lobby* 26, and the *Eddie Bracken Show* 26. All other properties have been cut for more than two years in advance.

ABC's two major transcribed network programs—the Bing Crosby and Abbott & Costello shows—were reported to have a sizeable

(*Continued on page 85*)

Conviction Is Asked In WAAF Case By Kerner

By BILL THOMPSON

WHETHER James C. Petrillo, AFM president, will pay a penalty for violation of the Lea Act which calls for a maximum sentence of a year in jail and a $1,000 fine was in the hands of Judge Walter LaBuy, of U. S. District Court in Chicago, as BROADCASTING went to press.

Charged with attempting to coerce WAAF Chicago into hiring unneeded musicians, the music czar heard Otto C. Kerner Jr., U. S. District Attorney representing the government, demand his conviction in closing argument Friday morning. Judge LaBuy had previously ruled in favor of Mr. Petrillo on the question of constitutionality of the Lea Act. The U. S. Supreme Court reversed this decision, remanding the case to trial.

The Chicago trial developed into a series of forensic and legal moves by opposing counsel after Mr. Petrillo had pleaded not guilty. Both Mr. Kerner and Dan D. Carmell, counsel for Mr. Petrillo, had agreed at outset of the trial to waive materiality of government exhibits until later in the trial, speeding proceedings.

Mr. Petrillo did not testify on his own behalf during the trial, chief defense witness being Richard Gilbert, economist, who testified as to decreasing work opportunities for musicians.

Mr. Carmell moved that the court enter a not guilty verdict.

In his Friday argument Mr. Kerner claimed the AFM head had purposely violated the Lea Act and was subject to the maximum penalty. Mr. Carmell argued that the union's activity against WAAF was "in keeping with normal labor activity" and that the station should have hired three extra musicians as ordered by Petrillo in order to provide jobs for musicians.

As predicted by BROADCASTING [CLOSED CIRCUIT, Nov. 10] Mr. Petrillo waived jury trial after being informed of his constitutional rights by Judge LaBuy. Mr. Kerner, in a 10-minute opening state-

(*Continued on page 84*)

Canned Music or Canned Petrillo . . . . . AN EDITORIAL

NOW AND FOR the foreseeable future James Caesar Petrillo is front page news. He is out to assert full dominance over radio and related fields. His ban on recordings is effective. He is standing trial a second time in Chicago for violation of the Lea Act written to end his terror reign over radio. Next week he will probably appear before the House Labor Committee, bent upon tightening up the Taft-Hartley Act which Jimmy has been flouting to force radio to acquiesce to the very things which the law asserts he can't have.

Left no alternative as Jimmy stalls, dawdles and threatens, broadcasters are prepared to operate without live musicians now subject to Jimmy's dictatorial control. Advertisers are cooperating. Program formats will change when the survival battle begins Feb. 1. Musicians will go on the AFM relief rolls, whacking up the money pot Jimmy has stowed away since his 1942 victory over recorders and transcribers forcing payment of royalties on each record produced.

In Chicago court, Jimmy found himself eating his words again. His ludicrous contention that he had not intentionally violated the Lea Act as a legal test certainly is at variance with what almost everyone in radio understood. This claim is made at the second trial, and after the Supreme Court has upheld the constitutionality of the Lea Act.

Another aspect of the Chicago trial is worthy of note. The key AFM witness was Richard V. Gilbert, a consulting economist, and former advisor to Secretary of Commerce Harry Hopkins and his successor, Jesse Jones. Mr. Gilbert relied upon the FCC Blue Book and perhaps the more recent Lemon Book to support the contention that the FCC expected stations to provide "more live than canned and more local than network music."

It is refreshing to find Petrillo, who has been sharply condemned by all FCC chairmen since James Lawrence Fly for impeding radio progress and more particularly FM and television, through his arbitrary bans on duplication and use of music, should turn to FCC documents for solace. The court might well take judicial notice of past utterances by the FCC on Petrillo.

It is interesting in another light too. It proves how mischief might be wrought through use of discredited and extra-legal documents of the FCC. The Blue Book, even in the eyes of its numerous creators, is something of unpleasant memory. And the Lemon Book, dealing with station balance sheets postwar, is admittedly conclusive of nothing.

There was radio before James Caesar Petrillo became the AFM boss. And there was music before the time another Caesar became boss of Rome. There'll be radio and music for all facets of radio—live, transcribed, and by the sheet—long after JCP sounds that last sour note on the trumpet of his craft.

Musicians Strike

(*Continued from page 13*)

ASCAP a decade ago, was appointed legal counsel [BROADCASTING, Dec. 29].

Verne Burnett Assoc., New York, was appointed as public relations counsel [CLOSED CIRCUIT Dec. 29]. Mr. Burnett was public relations director and vice president of Generals Foods Corp. for 12 years and is a veteran industrial public relations executive.

To Divide Fees

Both Mr. Kaye and Mr. Burnett were understood to have been engaged on a per diem basis, with the amount of their fees determined by the amount of their work. The funds for their services will be contributed equitably by the seven groups represented on the music committee, with contributions appropriated in ratio with the total earnings of the groups.

The appointments were made by the music committee's executive

Mr. KAYE

committee at a meeting in New York last Tuesday. The same group will meet with Messrs. Kaye and Burnett tomorrow (Jan. 6) at NAB headquarters, Washington, for a discussion of strategy.

It became known that in searching for a public relations counsel the industry music committee had several times crossed trails with its adversary, Mr. Petrillo, who reportedly is bent on unearthing a publicity agent to assist him in what doubtlessly will become tumultuous months ahead.

Whether Mr. Petrillo had thus far succeeded in hiring a public relations man was unknown. One source in the committee reported that the union chief had proposed qualifications which would be difficult for an ordinary publicity man to meet.

Members of the Industry Music Committee did not minimize the complications of future dealings with the AFM, inasmuch as Mr. Petrillo not only has issued a quit-work order against the entire recording industry but also is engaged in what thus far have been totally unproductive negotiations for renewals of radio network contracts.

Some Doubted Words

Some doubted, however, that Mr. Petrillo, who has repeatedly announced that his union would never again work for recordings, was as good as his word. The union chief, it was said, had intimated in private conversations that he would be willing to talk with the recording firms after his issues with the networks and with FM and television broadcasting had been resolved.

This confirmed earlier reports that Mr. Petrillo was anxious to seek a way to settle his recording problems without violating the Taft-Hartley law, a piece of legislation which led to the present stalemate, and without losing face with his rank-and-file musicians.

Industry sources guessed that if a means could be found to assure the AFM of continued income from recordings matching the not inconsiderable royalties which the

Mr. BURNETT

union has received under the contracts that expired Dec. 31, the way would be cleared for settlement.

This problem, however, was delicate indeed, they admitted, since the Taft-Hartley law prohibits contractual arrangements like that under which the AFM has received royalties ranging from a quarter-cent to 5 cents on every record sold.

Study Royalty Question

Meanwhile, attorneys were still studying the question whether payments of royalties on records made during the life of the AFM contracts would be legal after next July when the section of the Taft-Hartley Act covering that procedure becomes effective. Mr. Petrillo has decided [BROADCASTING, Dec. 22] that such will be the case, and he estimated his union might realize a total of $10,000,000 from royalties on records sold after the deadline but made before it.

The union president's negotiations with the networks were in abeyance while Mr. Petrillo concluded his business with Federal Judge LaBuy in Chicago. It was thought possible that negotiations might not be resumed until after a meeting of the AFM executive board, scheduled in New York for mid-January.

WEISS WOULD FIGHT BAN ON DELAY DISCS

REFUSING to accept Petrillo's edict on delayed transcribed programs, Louis Allen Weiss, MBS board chairman as well as vice president and general manager of Don Lee Broadcasting System, is ready to battle the question up to the Supreme Court. "Our network will abide by the terms of the Lea Act and Labor Managers Relations Act of 1947," Mr. Weiss asserted. "If we pay extra fees for delay broadcasts we are as liable as the union to any penalties imposed.

"Mr. Petrillo knows as well as we do that the act prohibits payment of fees for services not rendered. Our network is entitled to broadcast programs to everyone of its affiliated stations and whether we do it hours later by mechanized means should be of no concern to Petrillo and his union."

Mr. Weiss feels that the time has come to determine whether the "law of the land" means anything or whether Petrillo is the law of the land.

GOEBEL VOTES MILLION FOR 1948 ADVERTISING

OVER ONE MILLION dollars, largest advertising expenditure in its history, has been earmarked for 1948 advertising by Goebel Brewing Co., Detroit and Muskegon, brewers of Goebel Beer.

A good share of the funds will be used to continue sponsorship of the Detroit Tigers baseball and Detroit Lions football broadcasts and telecasts. The company also sponsored the Chicago Rockets football broadcasts during the past year.

The Goebel account is handled by Brooke, Smith, French & Dorrance Inc., Detroit and New York.

Number of U. S. Stations Up 60% in Year

Fiscal 1947 Shows Big Gains in AM, FM and TV

By RUFUS CRATER

(See Text of Report's chapter on "Radio Broadcast Services," this page.)

FISCAL 1947 brought an approximately 60% gain in the number of U. S. commercial AM, FM, and television stations, FCC declared Sunday in its 13th annual Report to Congress.

Covering the period from July 1, 1946, through June 30, 1947, the Report recognized "an increasing demand for radio facilities of all types," and, conceding that "electronic and other developments are so fast moving" that mid-1947 statistics "have altered considerably," offered a brief summary of subsequent events.

Although the Report gave no statistics on new-station grants made during the latter half of 1947, observers estimated that by year's end the number of commercial AM, FM, and TV stations had gained approximately 80% over the totals of July 1, 1946. Unofficial compilations in late December indicated 1,964 AM, 1,049 FM, and 72 video stations either operating or authorized [BROADCASTING, Dec. 29].

Commission Highlights

Highlights of the July-December 1947 period as reported by the Commission included: (1) signing of a new international radio communications treaty at Atlantic City on Oct. 3; (2) decision to call a hearing, now set for March 1, on the advisability of relaxing the 1941 Mayflower Decision's ban on editorializing by radio stations; (3) issuance of FCC's AM economic study on Nov. 4; (4) simplification of broadcast and other FCC application forms; (5) hearing on FCC plan to allocate Television Channel No. 1 to other services.

The Report noted that "fall estimates by radio manufacturers indicated a total of 73,000,000 broadcast receiving sets in this country by the close of the calendar year 1947, or 12,000,000 more than at the start of the year. Of the anticipated new sets, nearly 2,600,000 would be FM and 300,000 television."

The 18-month period from July 1, 1946, brought several changes in FCC membership. Charles R. Denny, who had served as acting chairman since the resignation of Paul A. Porter, was named chairman on Dec. 4, 1946. On April 10, 1947, E. M. Webster took office to serve out Mr. Porter's term. Ray C. Wakefield was nominated to succeed himself but the nomination was withdrawn and Robert F. Jones was named in his stead, winning Senate confirmation on July 11 and taking office Sept. 5. Chairman Denny resigned effective Oct. 31 to become vice president and general counsel of NBC. E. K. Jett resigned Dec. 26, effective at year's end, to become vice president and director of radio of the *Baltimore Sunpapers*, and on the same day Wayne Coy of the *Washington Post* stations was named chairman and FCC Chief Engineer George E. Sterling was chosen to succeed Mr. Jett.

FCC had 22 cases in the courts during the 1947 fiscal year, including eight as yet unsettled appeals by clear-channel stations in protest against FCC grants for daytime use of their respective channels.

5,336 Applications

During the fiscal year FCC received 5,336 broadcast applications (1,268 for new stations) and disposed of 5,700 (1,619 for new stations). On June 30, a total of 2,209 were pending (1,146 for new stations).

In all fields of FCC activity—all of which were covered in the 100-odd page report—114,437 applications were received (not counting 27,000 tariff filings and petitions and other papers relating to docket cases) and 126,588 were disposed of, bringing the June 30 pending total to 6,105 as compared to 18,256 a year earlier.

At the end of the 1947 calendar year about 580,000 licenses and other radio authorizations were outstanding. These included approximately 4,000 broadcast stations, 40,000 non-broadcast, and 80,000 amateur stations; 340,000 commercial radio operators, 85,000 amateur operators, and 35,000 special aircraft authorizations.

The Commission had 1,328 employes at the close of the fiscal year (840 in Washington and 488 in the field). Engineering Dept. personnel totaled 717; accounting, 161; law, 100, and secretary, 248, and 102 others were engaged in administrative duties. Appropriations for the year aggregated $6,236,900 including $25,000 for printing and binding.

Text Portions on Broadcast Services

1. Broadcast Stations Soar in Number

At the close of the fiscal year the number of authorized stations in the standard and nonstandard broadcast services had reached a new peak of 3,551 as compared with 2,439 the year previous. This despite the fact that 123 stations were deleted during the year. Most of the 1,112 stations added in these two general categories were commercial standard and FM (frequency modulation) broadcast stations.

The collective number of standard, FM and television stations slated to render commercial broadcast service increased about 60 percent from 1,701 in 1946 to 2,779 in 1947.

Though standard broadcast stations established a numerical record with 1,795 stations licensed or authorized as of June 30 last, FM grants had jumped to 918. It is noteworthy that new FM station authorizations for the year nearly equalled the number of AM grants.

Authorized commercial television stations increased from 30 to 66, and experimental television stations from 58 to 81. Noncommercial educational station authorizations rose from 24 to 38. International broadcast stations remained at 37.

In the nonstandard broadcast field as a whole there were 1,756 authorized stations of various types, an increase of 532 over the previous year. They were primarily for FM transmission.

2. Multiple Ownership

Following oral argument in February 1947 on rules and regulations concerning multiple ownership of broadcast stations (Docket 8050), the Commission on April 11, 1947, decided that "public interest would not be served by adoption of an iron-clad rule defining the extent of overlap of service areas or the degree of common ownership, operation or control that would be deemed to be in contravention" to its rules covering standard broadcast, FM and television stations. The Commission announced that it will continue to decide each such case on its own merits.

The rule banning operation of more than one station of the same class in the same area by the same interest or group remained unchanged, also the maximum of six FM and five television stations which can be operated in the country as a whole.

3. Blue Book Changes

Pursuant to suggestions made by interested parties, the Commission on July 2, 1946 announced several changes in the definitions of terms used in its report of March 7, 1946 entitled "Public Service Responsibility of Broadcast Licensees." These changes clarified the meaning of types of programs referred to in that so-called Blue Book.

4. Standard Broadcast Service

Demand for Facilities Continues

The fiscal year saw a continued, and unprecedented, demand for standard broadcast facilities. Engineering considerations involved in these applications grow increasingly complex as more assignments are made and more applications are filed. The ingenuity of applicants and their engineers has been taxed to the utmost in their attempts to squeeze into the congested standard broadcast band. The Commission, on its part, has streamlined and expedited procedures in every way possible consistent with essential engineering, legal and other requirements to keep up with the requests for new or increased facilities.

Licensed Stations Pass One-Thousandth Mark

In line with the demand for standard broadcast facilities, the Commission made a record-breaking number of grants. New stations licensed during the fiscal year totaled 366. Only 29 were deleted. Thus, the number of licensed standard broadcast stations rose from 961 in June 1946 to 1,298 in June 1947. The one-thousandth license was issued to WIRA, Fort Pierce, Fla., on September 25, 1946.

However, construction permits outstanding at the close of the fiscal year numbered 497, which brought the total number of station grants at that time to 1,795, as compared with 1,215 in 1946. The net result was that nearly 600 new stations were authorized during fiscal 1947, or more than twice the number for the previous year. In addition, 666 applications for new stations were pending.

More Small Local Outlets

Of significance in connection with

(Continued on page 56)

Radio Aids in Snow Storms, Tornadoes Throughout Country; Antennas Topple

TORNADOES and snow storms New Year's day, causing havoc over wide areas, found broadcast stations providing storm warnings, informing the public of developments and taking part in relief work. In several cases station towers were toppled or power failures interrupted service.

Heavy rain followed by low temperatures brought damage in Illinois, Missouri, Iowa and Michigan. New York City streets were partly cleared of record snowfall but low temperatures covered the area with ice. Five states were hit by southern tornadoes, accompanied by a cold wave. The states were Louisiana, Tennessee, Mississippi, Arkansas and Alabama.

The midwestern storm played havoc with Chicago stations New Year's day, blowing over towers and effecting power failures. Hardest hit were WGES (all of whose four towers toppled) and WAIT (which lost its tower near Elmhurst, Ill.). Both went off the air. WIND, which lost one and had two others damaged, operated for a time on reduced power.

WLS, off two hours, was operating on its diesel emergency generator, while companion station WENR was out for an hour. NBC owned and operated station

(Continued on page 85)

CHICAGO TO NEW YORK RELAY CHAIN BEGUN

A NEW 250-foot tower, Chicago terminus of a chain of repeater stations stretching to New York to provide radio telephone communication and a television circuit between the Windy City and the East, is under construction on the roof of the New Congress Street Exchange of the Illinois Bell Telephone Company.

Tower repeater stations, spaced 30 miles apart, will be built for the relay chain to New York, according to A. C. Carlson, building engineer of the company. The radio telephone service is planned as "an auxiliary means of comunication in the event of emergency," he said.

The Chicago-New York system, which ultimately will include several channels in both directions, is expected to be ready for service late in 1949. Each channel will be suitable for one television circuit or, alternately, for hundreds of telephone circuits, Mr. Carlson added. Work is underway on a Chicago-New York coaxial circuit, but the radio relay system is expected to provide clearer transmission for television. Such a system already is in use between Chicago and South Bend.

Mr. KENWAY Mr. SAUDEK Mr. MARX Mr. VELOTTA

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Four ABC Executives Elected To Vice Presidential Positions

THE ELECTION of four ABC executives to vice presidencies was announced last week by the network.

They are Ivor Kenway, vice president in charge of advertising, promotion and research; Frank Marx, vice president in charge of general engineering; Robert Saudek, vice president in charge of public affairs, and Thomas Velotta, vice president in charge of news and special events. The appointments were effective Jan. 1.

Mr. Kenway joined ABC in January 1944 after serving as advertising manager of Devoe and Reynolds Co. He is a graduate of Princeton U., and is an officer in several national youth organizations.

Mr. Marx, for 13 years chief engineer of WMCA New York, joined ABC in 1943. He is a member of the Institute of Radio Engineers. During the war he served as consultant on several defense committees.

Mr. Saudek, a graduate of Harvard U., joined ABC as assistant to the executive vice president in 1942. In 1944 he became manager of the American Broadcasting Station in Europe, returned to ABC in January 1945 as director of public service. He was named director of public affairs for the network in January 1947. Before joining ABC Mr. Saudek served with NBC and KDKA Pittsburgh.

Mr. Velotta entered radio in 1927 as a page boy at NBC. He rose through various positions with that network until he was named assistant director of news and special events of ABC. In June 1945, he was named director of special events and in January 1946, director of the news and special events department.

Ayer Plans

N. W. AYER & Son, New York, is planning a new U. S. Air Force show to be heard on MBS. Full details will be revealed soon, the agency said.

WHITEHALL DROPS MBS SHOW; TO USE SPOTS

WHITEHALL PHARMACAL Co., New York, will convert its 1948 yearly budget of $350,000 for sponsorship of *Real Stories From Real Life* five times weekly on MBS to a spot announcement campaign covering the same markets, effective Jan. 1.

Company's contract for sponsorship of the network show in eight major market cities was scheduled to terminate on Jan. 1 and the firm through its agency, Dancer-Fitzgerald-Sample, New York, decided to experiment with the same budget in spot advertising.

It was also reported that *Real Stories From Real Life*, which is produced by Air Features, will continue on Mutual sustaining.

ABC's Billings Up For First Quarter

11% Increase Noted for Fir Period in 1948

A ROSY future in the time sale department is anticipated by th American Broadcasting Co. f January and the first quarter 1948, according to figures showin business booked to date for thos periods, ABC announced last wee

An 11.5% increase in gross bil ings for the first quarter of th new year, involving a total of $11 575,000, has been figured again last year's total of $10,387,00 Billings for January, mirroring th 205 weekly quarter-hours of com merical time booked on the ne work, are expected to be an 11 increase over January 1947. Th comparative totals are approx mately $3,965,000 for this year, against $3,577,008 reported f January 1947.

The network also said the num ber of weekly daytime quarter-ho periods sold this January indicat a 10% increase over last yea billings, with 152 periods book between 9 a.m. and 7 p.m., Monda through Sunday. This tops la year's 138 periods. And commerci evening quarter-hour periods sho a similar increase of 10%.

Weekly blocks of five show when considered as one progra in the calculation, total 59, spo sored by 49 advertisers, as com pared with 56 programs and sponsors a year ago.

Falstaff Placing

FALSTAFF Brewing Corp, S Louis, Mo. (beer) Feb. 5 begi *Music From the Heart of Americ* musical variety program, on midwestern and southern NB stations, Thursday, 8:30-9 p. (CST). Contract is for 52 week Agency is Dancer - Fitzgeral Sample Inc., Chicago.

Test's Success Prompts John Hancock To Raise Radio Budget to $800,000

AFTER an original 13-week test in only two states, Texas and California, the John Hancock Mutual Life Insurance Co., Boston, has budgeted approximately $800,000 for next year in order to increase sponsorship of its program, *Point Sublime*, from 18 stations to 73 stations across the country in 27 additional states on ABC.

The show has proven to be such a boon to the insurance company's agents in assisting them to sell insurance in the area that by the close of the 13-week run the company decided to expand, it was reported.

Influencing that decision also was the fact that booklet offer (made for two successive weeks in a hitchhike on the show) pulled approximately 4000 requests. The booklets, incidentally, were to be delivered by the insurance agents themselves. On a national scale this would mean that approximately 40,000 requests would be made, it was estimated by the company's advertising agency, McCann-Erickson, New York.

Another factor in the success of *Point Sublime* was the Hooper rating. The agency had a special Hooper rating taken during the 13-week test. After the third program the show was rated a 3.5 but after the fifth show the rating had risen to a 5.5.

Sheaffer Adds on NBC; American Meat Renews

AMERICAN Meat Institute, Chicago (meat and food products), Jan. 13 renews for 52 weeks *Fred Waring Show* on 152 NBC stations, Tuesday and Thursday, 9-9:30 a.m. (CST). Agency is Leo Burnett Inc., Chicago.

W. A. Sheaffer Pen Co., Ft. Madison, Iowa (fountain pens), Jan. 4 expands *The Sheaffer Parade*, featuring Eddy Howard and orchestra, from 53 to full 161 stations of NBC, Sunday, 2-2:30 p.m. (CST). Agency is Russel M. Seeds Co., Chicago.

Drawn for BROADCASTING by Sid H

It's the Unaffiliated Five practicing to go on the air Jan. 31."

FCC Again Operating at Full Strength

Willoughby Named Acting Chief Engineer

FCC WAS OPERATING at full strength again last week, after Wayne Coy assumed office as the Commission's first broadcaster-chairman and Chief Engineer George E. Sterling took over the commissionership vacated by the resignation of E. K. Jett [BROADCASTING, Dec. 29].

John A. Willoughby, senior assistant chief engineer, who has concentrated on broadcast work since he joined the old Federal Radio Commission in 1930, was designated acting chief engineer pending selection of a permanent successor to Mr. Sterling, and appeared to be in a strong position for unqualified appointment to the post.

While rumblings of Republican opposition were heard from Capitol Hill, Mr. Coy, Indiana Democrat, former radio director of the *Washington Post's* WINX and WINX-FM and previously experienced in federal administration, took the oath of office Monday morning and stepped immediately into his new duties, winning high

Mr. WILLOUGHBY

staff commendation for his handling of his initial sessions.

Mr. Sterling, Maine Republican, was sworn in Friday, following the Dec. 31 effective date of the resignation of Mr. Jett, who departed after 37 years of government service to become vice president and director of radio of the *Baltimore Sunpapers*.

Both Chairman Coy, who takes over the post vacated when Charles R. Denny resigned Oct. 31 to become vice president and general counsel of NBC, and Mr. Sterling assumed office as recess appointees, subject to confirmation by the Senate. President Truman is expected to send up their nominations early in the Congressional session which reconvenes tomorrow (Tuesday).

FCC as it looks following last week's addition of Messrs. Coy and Sterling: Seated (l to r) Vice-Chairman Paul A. Walker, Chairman Wayne Coy, Comr. Clifford J. Durr; standing, Comrs. E. M. Webster, Rosel H. Hyde, George E. Sterling, and Robert F. Jones.

Messrs. Coy and Sterling conferred briefly with the President on Wednesday. The new chairman introduced Mr. Sterling. It was understood the discussion centered around the desirability of having career men in key government posts.

The choice of Mr. Coy for chairman was the subject of advance criticism by GOP National Chairman Carroll Reece, who objected to selection of "a graduate of the notorious Indiana Democratic machine in the days of the notorious 'Two Percent Club'" [BROADCASTING, Nov. 3]. Sen. Robert A. Taft (R-Ohio) greeted the appointment with the statement that he was "not favorably impressed" and said the matter would be considered in early January by the GOP Policy Committee, of which he is chairman.

Speculation arose that the Republican majority may, in hopes of gaining patronage for itself in event of GOP success in the Presidential elections next fall, decide to withhold confirmation from any Democratic appointments, including the many nominations for Postmasterships. In that event, recess appointments would die with the adjournment of Congress, but

(*Continued on page 78*)

Durr Scores Truman Loyalty Program

Says Anti-Red Tactics Are Communistic In Themselves

FCC COMR. Clifford J. Durr, who once before questioned the President's loyalty program, charged outspokenly last week that it employs Communistic methods.

In a speech Tuesday at the annual meeting of the American Political Science Assn., held in Washington, he declared that although the U. S. had come out of the war victorious, now "a strange and unaccountable fear seems to have crept over us."

Fresh from his controversy with the FBI over the Bureau's submission of reports to FCC—which led the Commission to repudiate his criticisms of FBI [BROADCASTING, Dec. 8]—Mr. Durr said with scarcely veiled sarcasm that, through the loyalty program, "we are going to safeguard our liberties by giving our secret police the power of surveillance over the speech, writings, affiliations, and even the social life of our citizens."

In the same vein, he asserted:

We seem to have lost our faith in the strength of our democratic institutions, notwithstanding the repeated demonstrations of that strength in the immediate, as well as the distant, past. . . .

So two million government employes must have their loyalty checked. We are assured that the overwhelming majority of them are completely loyal, but we can afford to take no chances. Even a few might breathe the breath which will blow our institutions down.

We are going to experiment in the investigation and trial of these employes by streamlined methods which will be fair, without recourse to the safeguards which we had previously thought essential to fairness. We are going to inquire into the political philosophies of these employes, without in any way impairing their freedom of conscience or beliefs.

We are going to determine the truth of any charges that may be made against them without inquiry into the basis of the accusation or the responsibility or even the identity of the accusers. We are going to elevate to a new level of dignity informers, stool-pigeons, and gossips, a class which since the days of Leviticus we have been taught to regard with suspicion and scorn.

We are going to promote human dignity by shielding these informers, stool-pigeons and gossips from public scorn and searing other individuals with the brand of disloyalty on the basis of their accusations . . .

We are going to make our country strong by creating dissensions and distrust between man and his fellowman . . .

We are going to fight Communism by employing the methods upon which we profess to base our abhorrence of Communism.

Mr. Durr said loyalty programs have been tried "in other times and in other places . . . with tragic consequences," and declared that "I see no wisdom in repeating experiments which have failed, particularly when the consequences of failure may be disastrous."

Mr. Durr conceded that "certainly disloyal employes should be removed from the government, if we can surely identify them. But what is the test of disloyalty?" he asked. "Can it be ascertained by men's beliefs and sympathies, independently of their actions; can we avoid confusing loyalty to particular economic, social, or even religious institutions, or political parties or factions, with loyalty to country?"

Speaking to a church press group in New York last spring, he had raised similar questions, also asking: "If our freedoms are in fact endangered, do we endanger them even more by the methods employed to defend them?" [BROADCASTING, April 21]. Much of last week's speech was in the same vein as the New York discussion.

Comr. Durr also developed some of the ideas he originally advanced, with respect to the duties of administrative agencies, in his

(*Continued on page 72*)

Community Era Is Here, Says Pellegrin

Network Business Topped by Local Sales in '47

By J. FRANK BEATTY

A NEW ERA in broadcasting's 27-year history—the Community Era—marks the turn of the year.

Vast sources of commercial lifeblood are opening to hundreds of new stations. Authority for the historical evaluation is Frank E. Pellegrin, NAB director of broadcast advertising.

Signifying the arrival of the new Community Era, he said, are four important developments:

- Local time sales in 1947 exceeded network business for the first time since records were begun a score of years ago.
- Stations have successfully broken into the half-billion dollar retail field, opening the way for new business that can surpass the entire 1947 broadcast income.
- New outlets, fighting for survival, have speeded the successful battle to turn the tide of retail advertising dollars into radio.
- Their battle for listeners and revenue is giving radio a much stronger community aspect than ever before.

Net results of these developments will be an economically-sound station structure and widespread listener loyalty that will insure continued freedom of radio, in Mr. Pellegrin's opinion.

Local Time Increase

Preliminary estimates of 1947 broadcast income, he said, show that local time sales increased some 17% last year, carrying them well over the total network business. A substantial increase in national spot, another revenue source capable of further development, occurred last year (see story page 69). This increase was a little under 10%.

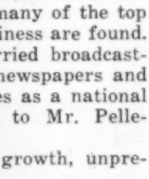
The estimates indicate network sales were off about 0.7%, with regional sales down 3.4%. Overall industry gain was estimated at 8.2%.

Transition of broadcasting to its strong community position signifies a milestone, Mr. Pellegrin believes. In the past broadcasting has been identified by most listeners as an enterprise comprising Bob Hope, Fred Allen, news commentators, quizmasters and assorted artists. These personalities, says Mr. Pellegrin, dominated the public conception of broadcasting.

The high standard of network programming has largely inspired radio's rapid growth and its popularity with the public, he observes. Able to provide the best in programs, networks at the same time were staffed by high-calibre administrative, sales and promotional executives. Thus they maintained a high level of sales, service and performance in developing accounts and pleasing listeners.

Similar progress occurred in national spot, where many of the top salesmen in the business are found. Combined, they carried broadcasting well ahead of newspapers and even with magazines as a national medium, according to Mr. Pellegrin.

In a continuous growth, unprecedented in advertising history, national radio sales outstripped local in the race for business. This trend continued through the war period, when licensing of new stations was suspended.



Mr. Pellegrin

Came the peace—and hundreds of new stations—more stations, in fact, than even daring prognosticators had foreseen, despite FCC invitations to eager applicants. The rush became a flood, and only last November FCC issued its famed Lemon Book, with dire warnings about the pitfalls facing new radio entrepreneurs.

Hundreds of these new stations, lacking network-affiliation opportunities for the most part, perforce became "community" stations, programmed almost entirely with a strong local flavor in news, coverage of local events, and entertainment designed to appeal to the community's own tastes.

Many stations had been doing this same type of community job for years past and with conspicuous success. The new stations followed their lead. The preponderance of numbers, when the new were added to the old, began to have a significant effect on the public's basic conception of radio.

Community Service

The network programs featuring the world-famous stars have lost none of their glitter, but alongside them in the public's appraisal of radio has come the added concept of local, community services of the medium.

Helping radio's development of new local business—and simultaneously new stations, including television and FM—is the decline of the community newspaper, says Mr. Pellegrin. Broadcasters are moving in to fill the void, developing day by day a greater community identity.

Newspapers now get over a half-billion a year from retailers, NAB's advertising specialist notes. Even with the surprising 17% gain in radio's 1947 local business, the revenue amounted to only 136 million dollars.

"Peanuts," says Mr. Pellegrin. "Local business in 1948 should go higher—much higher. It can go almost as high as broadcasters want it to go. If stations make as big strides in 1948 as they made in 1947 the possibilities are unlimited. There is room, plenty of room," Mr. Pellegrin believes, "for improvement in the methods stations use in selling and servicing retail accounts.

"Some stations still are backward despite all the progress that has been made by broadcasters in selling goods for stores, and by stores in learning how to use the newest and most effective sales weapon ever known.

"New stations can use such new developments as the 'beamed-program technique' by which specific items are advertised to specific audiences.

"With newspapers leading radio 5-to-1 in retail advertising, new

(*Continued on page 69*)

Mullen Sees Nationwide TV by '50

Will Become $6 Billion Industry, Says NBC Video Director

FRANK E. MULLEN, NBC's executive vice president who is directing the network's television effort, has predicted that video will become a six billion dollar industry, and reviewed NBC's active part in what he called "television's first big year."

With 19 video stations on the air, and the number of receivers in operation increasing from 12,000 to 175,000, Mr. Mullen said that television might well prove a "shock absorber" for the entire American economy, and that coast-to-coast television might become a reality by 1950.

In 1948, Mr. Mullen declared, NBC's East Coast video network will include Washington, D. C., Baltimore, Philadelphia, New York, Schenectady and Boston. Income from video is expected to reach $1,000,000 in 1948, he said.

Other highlights of 1947 were reviewed in NBC's yearend report, which showed record high time sales, the inauguration of a new administrative reorganization, and an expansion of broadcast facilities all along the line.

Urgent Need

As a leader in battle for an industry code, NBC "will continue to urge the adoption of a code in 1948" in the words of its president, Niles Trammell. He declared such a code "is the best means of improving our radio service to the public . . . it may be that NBC will find it expedient to establish its own set of standards, so urgently do we feel the need of one."

Due in part to additional business, but principally because of expanded use of the network by many advertisers, NBC's time sales revenue was at the highest level in the company's history, the report showed. While the average daytime commercial network in 1946 was 102 stations, the average jumped to 119 in 1947. In the evening, the average was 127 outlets in 1946 and reached 134 in 1947. Ninety-three per cent of NBC's advertisers renewed their 1946 contracts for 1947.

NBC's service was expanded to eight new outlets, bringing it to a total of 167 stations. Sixty of these outlets now operate their own FM stations, and another 60 plan FM for 1948. NBC Thesaurus, the musical program service, boasts a list of more than 400 stations throughout the U. S., Canada and foreign countries.

Executive Staff Changes

In mid-summer, NBC realigned its executive staff, placing Harry C. Kopf as administrative vice president in charge of network sales, national spot sales, owned and operated stations and station relations. Ken R. Dyke was named administrative vice president in charge of programs, continuity acceptance, and public affairs and education. John H. MacDonald was made administrative vice president in charge of treasurers, controllers, personnel, general service and guest relations. Former FCC Chairman Charles R. Denny Jr. became NBC vice president and general counsel.

NBC Takes Full-Page Ad in 37 Papers Saying TV Network Open for Business

IN A BOLD bid for leadership in the burgeoning television industry, NBC today (Jan. 5) will announce in full-page advertisements in 37 newspapers in 18 cities that "NBC network television is open for business."

The one-shot advertising campaign will cost approximately $75,000, a record figure to date for the television industry, it was reported. About 14,000,000 readers will be reached, the network estimated.

Frank E. Mullen, NBC executive vice president who several months ago was given over-all responsibility for the network's television

(*Continued on page 83*)

Widespread 'Co-ax' Expansion Approved

Links Are Extended South and West Under Plans

A $76,130,000 American Telephone & Telegraph Co. 1948 expansion program which would extend co-axial cable circuits as far south as Charlotte, N. C., and as far west as Chicago and St. Louis was approved by FCC last week.

The Commission also approved a $17,943,000 construction project of the Pacific Telephone & Telegraph Co. and the Bell Telephone Co. of Nevada which included a coaxial cable link between Los Angeles and San Jose, Calif., which also could be used for intercity video relay purposes.

Additional program channels for other broadcast service also would be provided.

AT&T officials said their major 1948 program given FCC approval would:

- **Provide two additional circuits to the present two-circuit New York-to-Washington cable;**
- **Provide two circuits between Washington and Charlotte;**
- **Provide two between New York and Albany;**
- **Provide two between Philadelphia and Chicago;**
- **Provide two between Chicago and St. Louis;**
- **Permit origination or reception of television programs at Baltimore, Richmond, Pittsburgh, and Cleveland in addition to the above cities.**

In addition, Boston may be tied in by means of the existing microwave relay circuits between Boston and New York.

It was pointed out that the construction program does not call for installation of terminal facilities, vital to television, at Charlotte and Albany, though they may be added when sufficient demand arises.

Officials of the telephone company did not attempt to break down the estimated cost of coaxial cables in the overall 1948 construction program, nor would they estimate the possible dates when the cables might be available for television.

It appeared certain that laying of the cables would be undertaken in 1948, though it was considered unlikely that the project would be completed before the end of the new year.

AT&T officials pointed out that the demand for service would play a large part in determining the extent to which work on various sections would be rushed, and that need and demand applied to both television and telephone since the coaxial cable could be used for both services.

Some sections of the cable, authorities felt, might be completed during 1948 if sufficient demand develops.

After the cable is laid, appropriate equipment must be installed before it can be used to relay TV.

There are now two circuits between New York and Washington, capable of carrying programs in either direction. With appropriate equipment, the two projected new circuits would permit the transmission of two additional programs simultaneously from New York or Washington, or simultaneous transmission each way.

Of the cities which could be linked for television under the FCC-approved program, 10 already have television stations or grants for stations—New York, Washington, Philadelphia, Chicago, St. Louis, Boston, Baltimore, Pittsburgh, Cleveland, and Richmond.

In line with its plans to provide television network facilities according to need, AT&T said that video circuits are most likely to be needed first along the routes covered in the FCC authorization, and that "until such time as the circuits are required for commercial use they will be available for gaining experience in operating long-distance television circuits and for training personnel along the routes involved."

Other television stories in this issue:

Chicago to New York Relay Work Begun ..... p. 15
Mullen Sees Nationwide TV by 1950 ..... p. 18
RCA to Expend Million to Speed TV Tube Production ..... p. 20
Agency Study Points to Video's Future ..... p. 22
New-Type Crosley TV Set Introduced ..... p. 48
New RCA Video Magnifier ..... p. 52
FCC Extends Video 28-Hour Rule ..... p. 72
Rose Bowl Video Use Prompts Some Uneasiness ..... p. 73
WCBS-TV Issues Commercial Rate Card ..... p. 75
Philco Head Sees Fast Development of Television ..... p. 75
Five Television Applications Received by FCC ..... p. 78
WAGA Given First Atlanta TV Grant ..... p. 82
Pro Playoff Telecast Almost Kept Off Air ..... p. 82

For video personnel changes, programs, etc., see note departments

Combined TV Console, Record Cabinet, Radio Phonograph in 3 Units Introduced

MATCHING television consoles, radio-phonograph combinations, and record cabinets, which may be bought separately and assembled at any time, were introduced last week by Admiral Corp., Chicago.

The television console section is quoted at $299.95. This is $140 under the lowest-priced console set now on the market, according to Ross D. Siragusa, president of Admiral. A complete ensemble, including Admiral's radio-phonograph (with FM), also listed at $299.95, costs less than $600.

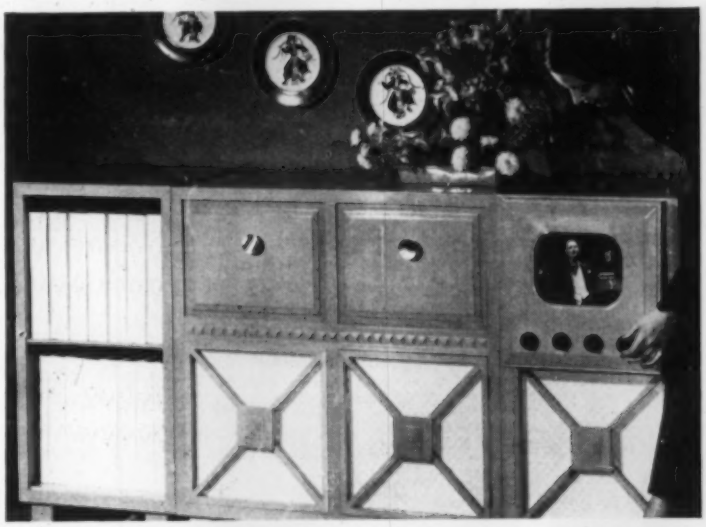
Admiral points to these advantages, among others, in buying its "matched" sets—

(1) The family with moderate income can plan on both a radio-phonograph and a television set by buying them one at a time to distribute the over-all cost and still have matched units.

(2) Families that have hesitated about buying a three-way set for fear that future developments in television might make that part of the set obsolete, can now protect their investment by buying the radio-phonograph and television units separately.

(3) The radio-phonograph and the television receiver may be used together, separately, or even in different rooms.

(4) The television receiver will be easily portable so that it can be moved to the most suitable spot.



Admiral Corp.'s matching television console, radio-phonograph combination and record cabinet.

INS-INP, Telenews Plan News Service

Daily Packages to Be Given Starting Feb. 1

INTERNATIONAL News Service, International News Photos, and Telenews Productions, Inc., last week jointly announced what they described as the first "complete" television news service.

Starting early in February, according to Seymour Berkson, INS-INP general manager, the three organizations will produce respectively a daily service of teletype news, still news photos, and newsreels, "specifically tailored for television."

INP is the picture subsidiary of INS, the Hearst news service; Telenews, an independent firm, operates a large chain of newsreel theatres and produces a weekly international newsreel.

The three-in-one package will be offered to video stations, networks, and sponsors, Mr. Berkson said. Sales will be handled by the INS-INP television department in New York. Telenews will offer the first daily American and worldwide newsreel coverage ever attempted, according to the announcement. This will be supplemented by spot news photos transmitted over INP's transcontinental leased wire system.

The video news packages will be made up "with the utmost flexibility," Mr. Berkson said, to simplify programming by the television station, network, or advertiser.

Herbert Scheftel, president of Telenews productions, and Mr. Berkson said in a joint statement accompanying the announcement:

"We believe that by this significant alliance of know-how and experience in our respective fields, we will be able to furnish television with the finest and most interesting pictorial news programs ever conceived. This undertaking has been carefully planned and projected not merely for the present status of television but also to anticipate the future growth and requirements of the television public, the networks, individual stations, and advertisers."

Like DUZ

WHHM Duz Everything*

For a well-rounded job of advertising, we believe you'll find that WHHM DUZ everything humanely possible to insure the success of a campaign.

The attentive audience is there — HIGH HOOPERS attest to that.

The results are there—the merry ring of the cash registers show that advertising on WHHM really registers.

WHHM follows through on merchandising—

- *Newspaper advertising*
- *Taxi signs*
- *Trans-Lux news sign*
- *Letters to trade*
- *Personal merchandising*
- *Air promotion sports*

Member ASSOCIATED PRESS

WHHM

Independent—but not aloof!

MEMPHIS, TENNESSEE

PATT McDONALD, General Manager

Forjoe & Co.,
National Representatives

* DUZ rates credit for this assist.

ABC Cuts Clients' Protection Period

New Policy Effective Feb. 1; Follows Others' Example

ABC last week followed the examples of NBC and CBS in reducing its protection period on rate increases from one year to six months. The policy is effective Feb. 1.

In a letter sent to advertisers and agencies, the network said it hoped that "economic conditions will permit us to maintain our network rates at their curent low levels," but it pointed out that "due to the increased difficulty of long-range planning, it has become necessary to reduce our period of rate change notification from one year to six months."

Contract Protections

Advertisers who sign new facilities contracts beginning on or after Feb. 1 will be protected against changes in rate or discounts for six months; those on the air prior to Feb. 1 will receive rate protection on existing contracts and renewals to Feb. 1, 1949, against any increase announced between Feb. 1 and Aug. 1, 1948. Six months protection to all advertisers will be allowed on any increase announced after Aug. 1, 1948.

The network said no general rate increase was contemplated at this time.

RCA to Spend $1 Million To Speed TV Tube Output

EXPENDITURE of more than a million dollars in stepping up television picture tube production at its Lancaster, Pa., plant is contemplated by Radio Corp. of America, L. W. Teegarden, vice president in charge of the RCA Tube Dept., announced last week.

The expansion program, calling for construction of a new building to provide an additional 40,000 square feet of space, will include installation of a large number of automatic machines for mass-production of the television tubes similar to equipment now in use at the plant, Mr. Teegarden said. Installation of the new machinery will begin as soon as possible in existing plant space and will continue through the year, and the plan is to let the contract for the additional building at an early date so that construction can begin about April 1, Mr. Teegarden added.

About 1,600 people are employed at the Lancaster plant turning out tubes for both the transmission and reception of television, as well as power and other special types of tubes for communications and industrial use, D. Y. Smith, plant manager, disclosed. Production of television tubes is now running on a two and three-shift basis for most operations, he said.

Well Done

KENNETH D. FRY, who is stepping down Jan. 16 as head of the "Voice of America," received high praise last week for the job he has done. William T. Stone, director of the OIE, under which the "Voice" operates, told Mr. Fry in a letter, "You have shown great patience and understanding in dealing with the complex problems of maintaining the 'Voice of America' broadcasts with the limited facilities available to the Department. I appreciate above all your fine spirit of cooperation, which has won the respect and confidence of all of us who have worked with you."

THAYER NAMED CHIEF OF 'VOICE' DIVISION

NEW HEAD of the "Voice of America" broadcasts is Charles W. Thayer, a career Foreign Service officer, who was named last week as chief of the International Broadcasting Div. of the State Dept.'s OIE. He replaces Kenneth D. Fry who announced his resignation a fortnight ago [BROADCASTING, Dec. 29] to return to commercial radio work.

In another top level change, Leland Barrows, currently assistant commissioner in charge of administration of the Public Housing Administration, was appointed deputy director of the OIE, succeeding C. Stewart Brown, who announced his resignation last week effective Jan. 9.

Chief reason for both resignations is said to be the inadequate salaries possible under Government limits as compared to those in private enterprise. In addition, Mr. Fry and his department had experienced difficulty with appropriations, which economy-minded Congressmen were bent on slashing.

Mr. Brown will become chief of public relations for Standard Oil Co. of California. Mr. Fry has not yet announced his plans, but it is believed that he will join a network in an executive capacity.

Five P&G and One GM Shows Renewed on CBS

SIX full network program renewals were announced last week by William C. Gittinger, CBS vice president in charge of sales. Five of the renewals were for Procter & Gamble Co. daytime serials, including *Big Sister*, *Young Dr. Malone*, and *The Guiding Light* through Compton Advertising, *Rosemary* and *Ma Perkins*, through Dancer-Fitzgerald-Sample.

The General Motors Corp. (Frigidaire Division) has renewed *The Man Called X* on CBS, through Foote, Cone & Belding.

Cool your heels!

That's the way some of the glib fashion writers toss off a headline, they tell us, when they talk about those fashionable sandals and other style innovations.

But we have a deeper . . . and we think an even older tie-up with "cool your heels." It's this:

The fight for sales is coming. And if you don't want your salesmen cooling their heels in some anteroom . . . today is the day to start to command attention.

Down here in the country's 6th largest city, it's the independent Radio Station W-I-T-H that delivers more-listeners-per-dollar-spent than any station in town.

And remember . . . Baltimore is a big town . . . and the 6th largest city in the country!

To move goods at the lowest cost . . . W-I-T-H belongs on any smart list for products in a highly competitive field!

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

GAB COMPLETES PLANS FOR JAN. 19-20 MEET

GEORGIA Assn. of Broadcasters has now completed arrangements for the upcoming winter meeting to be held Jan. 19-20 at the Sheraton Hotel, Augusta. The meeting will open at 2 p.m. Jan. 19.

According to GAB Secretary-Treasurer Edwin Mullinax, three outstanding speakers have been arranged. J. Allen Brown, NAB assistant director of Broadcast Advertising, will speak on "Radio's Business Outlook for 1948." Enid Day, women's commentator of WSB Atlanta, will speak on her experiences in radio retailing. Hugh Feltis, president of Broadcast Measurement Bureau, is to tell of plans for forthcoming BMB interim surveys.

GAB will also hear from many of the wire service, transcription and music representatives attending the meetings. Allen M. Woodall of WDAK Columbus is GAB president.

FM in Autos

FIRST FM auto radio in Ohio is the claim made by Robert F. Wolfe, owner and manager of WFRO-FM Fremont, Ohio, for a new setup on dash of his car. Pilotuner was hitched onto the car radio by G. W. Swartzlander, chief engineer. Ed Wheeler, manager of WEAW Evanston, Ill., also has rigged up an FM tuning for his auto. Both declare reception is fine.

Two New Alaska Outlets About Ready to Take Air

TWO NEW Alaskan stations, KFRB Fairbanks and KIFW Seward, are virtually completed, according to word received from William J. Wagner, owner and operator of the Alaskan Broadcasting System, by his New York representative, Pan American Broadcasting Co.

KFRB will go on the air shortly, KFIW soon after, joining ABS which now comprises KFQD Anchorage, KINY Juneau and KTKN Ketchikan. Stations are also CBS affiliates. Marty Nierman, formerly handling press releases for Gen. Eisenhower's headquarters in the ETO, is now in charge of Alaskan sales for Pan American.

MOSS LEAVES FCC POST TO JOIN E. C. PAGE FIRM

ROBERT WILLIAM MOSS, of the FCC Engineering Dept.'s Hearing Section, has resigned to become associated with the firm of E. C. Page, consulting radio engineers, Bond Bldg., Washington, D. C. He joined the firm Dec. 26.

Mr. Moss

Mr. Moss, on active duty with the Navy from April 1943 to August 1946, joined FCC in September 1946, assigned to engineering work on applications in Processing Lines One and Two until last May, when he was transferred to the Hearing Section.

He was born at Providence, R. I., spent most of his early life at Bridgewater, Mass., and graduated from Northeastern U., Boston, in 1943 with a BS degree in electrical engineering. In college he was associated with the Boston Edison Co. as student radio and electrical engineer.

In the Navy he rose to the rank of full lieutenant, serving with the Electronics Offices at the New York Naval Shipyard and later at the Pearl Harbor Naval Shipyard.

AGENCY STUDY POINTS TO BRIGHT TV FUTURE

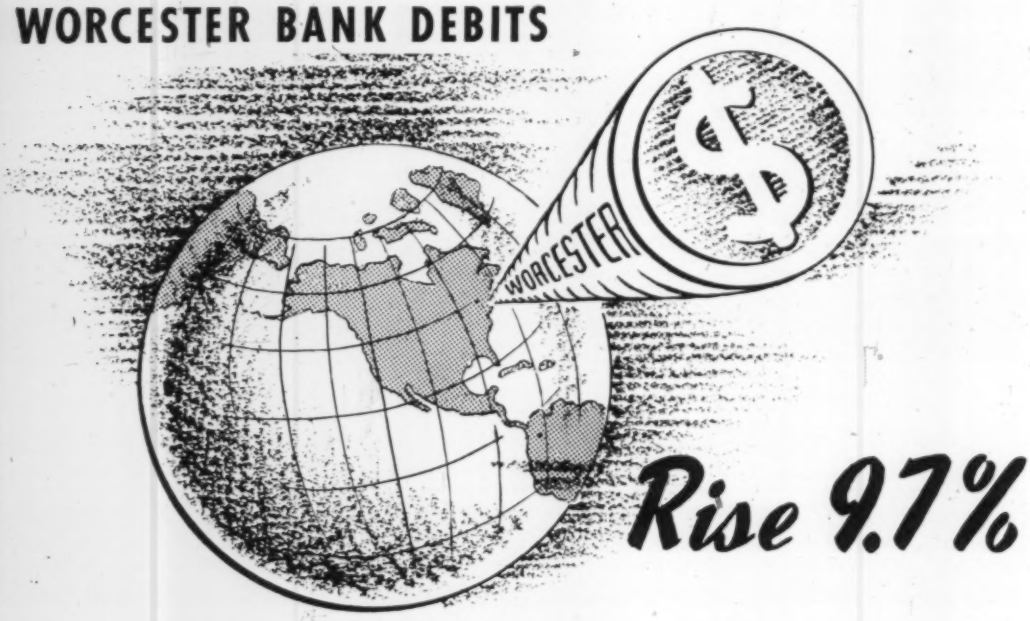
"EACH WEEK sees some new development and progress in television," according to Geyer, Newell & Ganger, New York advertising agency, which has just about completed a comprehensive analysis of the current and potential use of television as an advertising medium. The agency predicts that "this increased momentum may well catapult television into the field of truly national advertising far ahead of the time that any such development was expected."

The study covers video set makers, video stations now on the air or under construction, and television networks, programs and commercials. It points out that video commercials must be correctly spotted "so the whole show moves along without jarring." Unlike sound broadcasting, which involves only program and time costs, television involves program, transmitting time and studio rehearsal time costs.

"The major problem plaguing the advertisers in television is what to do about programs," the agency states. "In many program categories costs run very high; in others, union restrictions hamper production."

FOOTE, CONE & BELDING, New York and Los Angeles, has appointed United Productions of America, commercial manufacturer of films, to produce four television shorts, from one to three minute commercials, on film for Union Oil Co., to be used during Pasadena Tournament of Roses on New Years Day. Union Oil Co. will sponsor the telecast of the football game.

WORCESTER BANK DEBITS

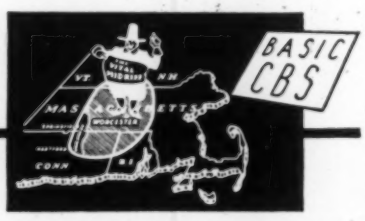


Rise 9.7%

One sure sign of Central New England's current prosperity and buying activity is the 9.7% rise in Worcester's Bank Debits for the first six months of 1947 over the same period in 1946.

Compare this with the national increase of 5.4% and the New England gain of 7.7%, and you will recognize the extra value of your advertising dollar spent in this industrial bee hive. From one end of Central New England to the other, where retail sales are 21.9% above the nation's per family average, WTAG holds the listening audience intact — morning, afternoon and evening, with high Hoopers year after year. Keep your appropriation in gear with this pace-setting market.

WTAG WORCESTER
580 KC 5000 Watts



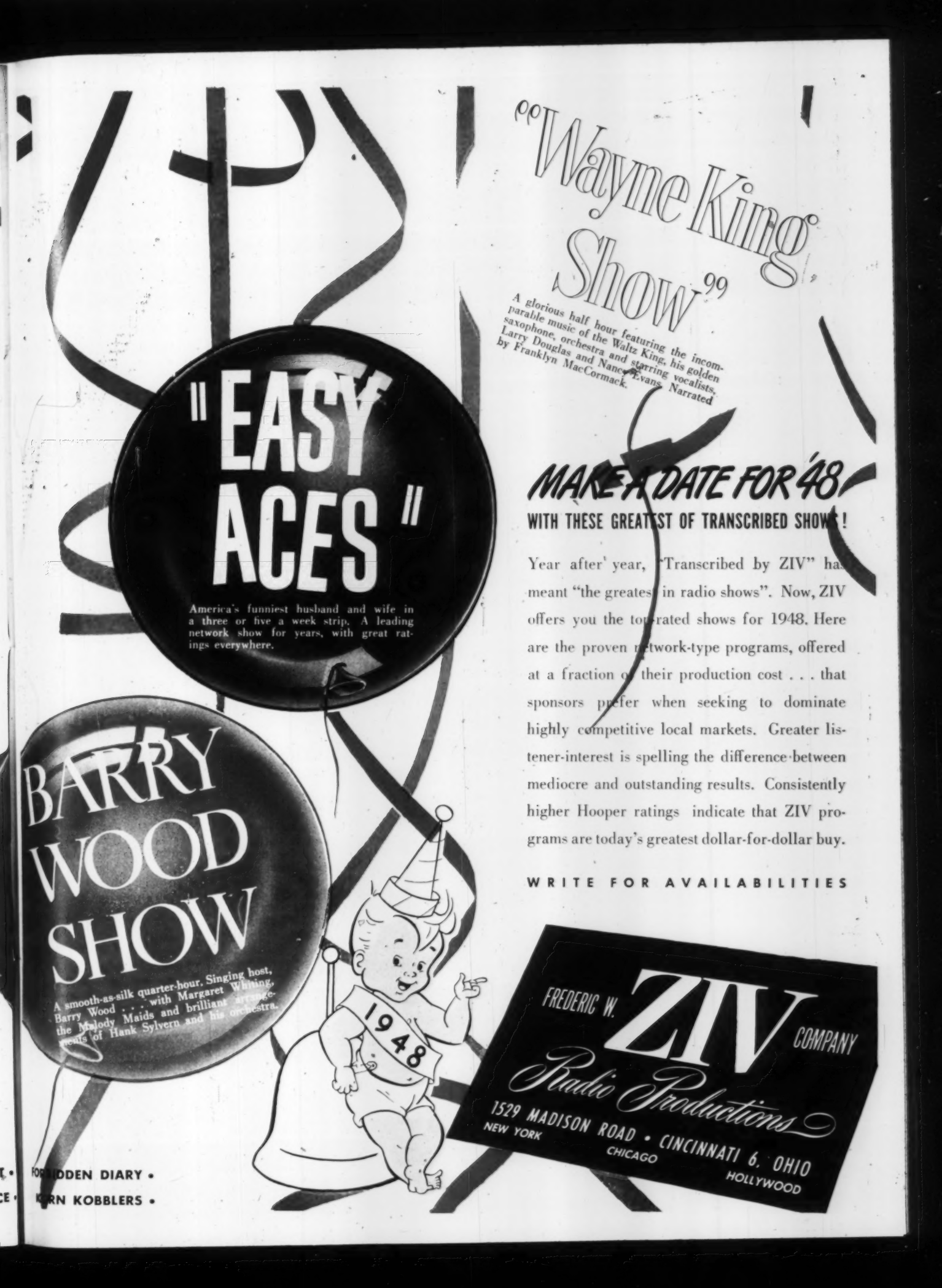
WTAG FM

PAUL H. RAYMER CO. *National Sales Representatives.*
Affiliated with the Worcester Telegram & Gazette.

ANOTHER ZIV HIT YEAR!

Favorite Story
Radio's most brilliant dramatic half-hour show, with Mr. Ronald Colman as host and narrator. All-star cast. Claude Sweeten directs the symphonic orchestra.
The GUY LOMBARDO SHOW
The greatest name in popular music brings you radio's greatest half-hour musical show . . . featuring the Royal Canadians in "The Sweetest Music This Side of Heaven" David Ross, narrator.
"BOSTON BLACKIE"
The top half-hour mystery show of radio, starring Richard Kollmar. Higher ratings everywhere . . . Louisville, 21.7 . . . Youngstown, 21.3 . . . Cincinnati, 16.9 . . . Minneapolis, 16.5.

ADDITIONAL CURRENT ZIV HIT SHOWS: SONGS OF GOOD CHEER • PLEASURE PARADE • MANHUNT • SINCERELY, KENNY BAKER • [illegible]NG ALL GIRLS • LIGHTNING JIM • OLD CORRAL • PHILO VANCE •


"Wayne King" Show
A glorious half hour featuring the incomparable music of the Waltz King, his golden saxophone, orchestra and starring vocalists, Larry Douglas and Nancy Evans. Narrated by Franklyn MacCormack.
"EASY ACES"
America's funniest husband and wife in a three or five a week strip. A leading network show for years, with great ratings everywhere.
BARRY WOOD SHOW
A smooth-as-silk quarter-hour. Singing host, Barry Wood . . . with Margaret Whiting, the Melody Maids and brilliant arrangements of Hank Sylvern and his orchestra.
1948
MAKE A DATE FOR '48
WITH THESE GREATEST OF TRANSCRIBED SHOWS!
Year after year, "Transcribed by ZIV" has meant "the greatest in radio shows". Now, ZIV offers you the top-rated shows for 1948. Here are the proven network-type programs, offered at a fraction of their production cost . . . that sponsors prefer when seeking to dominate highly competitive local markets. Greater listener-interest is spelling the difference between mediocre and outstanding results. Consistently higher Hooper ratings indicate that ZIV programs are today's greatest dollar-for-dollar buy.
WRITE FOR AVAILABILITIES
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
CHICAGO
HOLLYWOOD

FORBIDDEN DIARY •
KERN KOBBLERS •

LISTENERS APPRECIATE ACCURATE, ROUND-THE-CLOCK REPORTING DURING MAINE'S GREAT DISASTER*

From Tuesday, October 21, through Sunday, October 26, the entire staff of the Guy Gannett Broadcasting Services, WGAN in Portland and WGUY in Bangor, and the Guy Gannett newspapers of Portland, were on the job as a team—and on the air 24 hours a day—reporting the worst fire disaster in Maine's history. Broadcasts from Gannett planes and from mobile units at fire fronts kept Maine listeners informed of every development and warned of new outbreaks.

"THANK YOU" from the people of MAINE

FROM A FEW OF THE HUNDREDS OF LETTERS WE RECEIVED . . .

"I don't know what I would have done without your announcements."

"I have near relatives and friends in many of the areas burned over, and my only source of information was through you."

"From my heart I thank you for your hard day and night."

FRANK STANTON, President of CBS, to WGAN,

"Not only is CBS grateful for the fine cooperation it has received from you in its news coverage of the fire, but reports of your contribution to the welfare of the devastated communities reaffirm the traditional role of the broadcaster in the face of disaster."

*It should be noted that although the fire disaster was extremely serious, it affected only a small segment of the State.

GUY GANNETT BROADCASTING SERVICES

WGAN

PORTLAND, CBS AFFILIATE, 5,000 WATTS, 560 KC

WGUY

BANGOR, ABC AFFILIATE, 250 WATTS, 1450 KC

WGAN — FM WGUY — FM

NATIONAL REPRESENTATIVES: PAUL H. RAYMER CO.

SLIGHT ERROR on the part of a baker resulted in some unsolicited publicity for WRFD Worthington, Ohio, when a 150-pound cake—a replica of a modern farm—was displayed at the National Assn. of Radio Farm Directors' recent convention in Chicago. A&P Bakeries which presented the cake to the rural radio men, sent one of its cake-baking specialists by plane from New York to Chicago to bake the cake, and he decided to add an authentic radio touch by making the initials on the cake's candy radio tower WRFD (inlay picture). Offending "W" was hastily removed, but not before WRFD cashed in on the episode. Serving the cake is Nina Hersner (center), Miss Pennsylvania Agriculture, and receiving their pieces are Layne Beaty (l) WBAP Fort Worth, and Charles (Chuck) Worcester, WMT Cedar Rapids, Iowa.

Top Rating in Radio Acceptance Poll Goes to Fibber McGee and Molly Show

CUMULATIVE ratings in the Radio Acceptance Poll, blanketing the first eight-week period of its operation, has ranked the *Fibber McGee and Molly Show* first with 77.5, Henry Morgan second with 70.5 and Burns and Allen third with 66.0, qualifying their comedy programs as the most "acceptable" thus far.

Of the top three, only the McGee and Molly program fell into the "highly acceptable" category. Next seven ranking shows in the list of 19 include, in the order listed—Jimmy Durante, Jack Benny, Baby Snooks, Charlie McCarthy, Red Skelton, Fred Allen and *Duffy's Tavern*. Least "acceptable"—but still in the "acceptable" category—were the Bob Hope and Jim Backus shows.

In the individual performer classification of the cumulative ratings, the character of Molly topped all others with 87.0, while Vera Vague, Jerry Colonna and Bob Hope fell into the "barely acceptable" grouping with ratings of 5.0, 9.0 and 15.5 respectively.

James V. Malone, public relations director of the Chicago office of St. Joseph's of Indiana, explained that trophies will be awarded to both the most and least "acceptable" programs and/or radio comedians at the end of the spring radio season.

One of the trophies will be initialled "R. A. P." and will be presented to the program and/or personality "who most consistently violates good entertainment standards."

Chicago club of the school also announced last week that it conducted a "listening demonstration" of the RAP in action Sunday, Dec. 28 at the Morrison Hotel in connection with its holiday dance. Chicago newspaper, radio and trade press editors and representatives of the four networks were invited to attend the demonstration as guests of the school. Demonstration showed actual polling of the Fred Allen program that evening.

Super-'Hush'

PROCTER & GAMBLE CO., Cincinnati, has started a new contest on its Saturday evening NBC program, *Truth or Consequences*, with intimations that the prizes may even exceed those given on the program's recent "Miss Hush" contest. Contestants will be required to identify "The Walking Man," said to be too famous to permit the use of his voice in giving clues to listeners. Series advertises Duz, is placed by Compton Adv. Inc., New York.

Resolved!

that I will be ever-vigilant in the guardianship of my priceless heritage . . . . the American Way of Life—

WJR

CBS

50,000 WATTS

Represented by PETRY

THE GOODWILL STATION FISHER BLDG. **DETROIT**

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.

Gleaned From BROADCASTING . . .

Top Radio News Stories During Past Year

JANUARY

CBS announces financial report, showing gross billings of $60,063,-905 for 1946, a drop of 8.7% for year. Young & Rubicam leads agencies; Procter & Gamble tops sponsors. *Jan. 6, Page 22.*

ABC gross billings announced, totaling $40,617,130, up 1.4% from previous year. Dancer-Fitzgerald-Sample is top agency; General Mills heads sponsors. *Jan. 6, Page 70.*

NAB opens first meeting of new "area" plan, designed to bring key NAB officials to district meetings. *Jan. 6, Page 19.*

First general meeting of FM Assn. elects Roy Hofheinz president; J. N. (Bill) Bailey executive director. Mr. Hofheinz is operator of KTHT-KOPY (FM) Houston; Mr. Bailey is former associate editor, BROADCASTING. *Jan. 6, Page 17.*

Mutual 1946 billings announced, with total time sales of $25,933,-651, up 25.7% for year. Coca Cola is top client; Erwin, Wasey & Co. heads agency list. *Jan. 13, Page 58-A.*

Texas Quality Network upheld by FCC in "Rainey Case." Dr. Homer P. Rainey had charged that the four TQN stations—three of them affiliated with newspapers which had opposed him editorially—limited their political broadcast time in order to defeat his candidacy for Democratic nomination for Governor of Texas last July. *Jan. 27, Page 17.*

RMA announces production of radio receivers for 1946 exceeded 15,000,000 units. *Jan. 27, Page 35.*

FEBRUARY

AFRA and four major networks sign two-year contract providing 20% to 30% salary increases for actors, singers, announcers and sound effects men. *Feb. 3, Page 17.*

NBC and CBS decide to become NAB associate members instead of participating on an active basis. *Feb. 10, Page 13.*

FCC sends its first postwar annual report to Congress. Report highlights Commission's record volume of work from July 1, 1945 through June 30, 1946. *Feb. 10, Page 16.*

Philadelphia Bulletin buys *Philadelphia Record* and *Camden* (N. J.) *Courier-Post*, plus WCAU Philadelphia, for estimated $10,000,000. *Feb. 17, Page 15.*

FCC three-month freeze of AM applications for new or changed facilities goes into effect. Action taken to clear away backlog of applications on hand. *Feb. 17, Page 20.*

Report on Stratovision tests completed showing experiment is feasible, according to Westinghouse Electric Corp. *Feb. 24, Page 15.*

U. S. District Court issues preliminary injunction to stay further FCC proceedings in WBAL Baltimore renewal case, pending court disposition of WBAL's charges against the Blue Book. *Feb. 24, Page 15.*

MARCH

FCC asks Congress for $7,500,-000 budget, its largest in peacetime. *March 10, Page 13.*

Commodore Edward M. Webster nominated to FCC. *Mar. 10, Page 16.*

Fifth Annual duPont Awards go to WHO Des Moines, WKY Oklahoma City and Elmer Davis, ABC commentator. *Mar. 10, Page 15.*

NBC and DuMont begin experiments with Zoomar Television lens, an optical device to keep images in focus while the viewer gets effect of camera approaching or drawing away from subject. *Mar. 17, Page 41.*

International Broadcasting Foundation plan sent to Congress, proposing that the government enter the international broadcasting field on a permanent basis, while at the same time broadening the base of private participation. Plan was developed by Assistant Secretary of State William Benton. *Mar. 31, Page 13.*

Llewellyn White's book, *The American Radio*, published. It was written under grant from Publisher Henry Luce and the U. of Chicago to the Commission on Freedom of the Press. *Mar. 31, Page 16.*

Net time sales figure totals $325,-890,000 in 1946, a rise of 7.2% over 1945. *Mar. 31, Page 13.*

Top winners of National Radio Awards of City College of New York go to KGFJ Los Angeles, WFIL Philadelphia, WLW Cincinnati, ABC and Kenyon & Eckhardt. *March 31, Page 20.*

APRIL

Radio ownership in U. S. homes hits 35,900,000 and radio listening reaches 150,800,000 hours a day, both all-time records. Figures reported by CBS as result of surveys made for the network by Market Research Co. of America and by A. C. Nielsen Co. *April 7, Page 38.*

Carl Haverlin, vice president in charge of station relations of Mutual, appointed first paid president of BMI. *April 7, Page 13.*

FCC issues new FM allocation plan, employing four-channel minimum separation for assignments in same area. *April 14, Page 15.*

FCC sends Comr. Rosel Hyde and K. Neal McNaughten, chief of FCC Standard Allocation Section to Havana and Mexico City to work out new uniform standards of potential interference for AM stations. *April 14, Page 94.*

Major Peabody Awards winners are William L. Shirer, WOW Omaha, WELL Battle Creek, Mich. *April 21, Page 15.*

FCC hands down proposed decisions in hotly-contested New York area FM-TV grants. TV proposed grants go to: WOR WJZ WAAT and News Syndicate Co. FM proposed grants go to: WMCA WPAT ABC and Unity Broadcasting Corp. *April 21, Page 18.*

AP announces intention of raising its radio fees. *April 28, Page 14.*

FCC tells U. S. District Court the Blue Book is not an order and is not reviewable by any court. Declaration was made in connection with WBAL Baltimore case. *April 28, Page 16.*

President Truman writes letter to Advertising Council lauding organized use of advertising in helping to solve national problems. *April 28, Page 17.*

FCC denies renewal of WORL Boston on grounds of concealment of ownership. Decision expected to be appealed. *April 28, Page 18.*

MAY

RCA gives first public showing of its electronic color video, in Philadelphia. *May 5, Page 18.*

FCC grants record-breaking total of over 200 AM cases by May deadline, heralding end of its three-month "temporary expediting procedure." *May 5, Page 13.*

AFM negotiates agreement for one-year contracts with four major networks covering musicians employed in New York key stations, with contracts providing wage increases averaging 20%. *May 12, Page 15.*

Senate votes 48-40 to ban all union-controlled "slush funds" in an amendment to the Labor Bill intended to prevent development of "rackets." *May 12, Page 17.*

International Telecommunications Conference opens at Atlantic City. *May 19, Page 20.*

FCC grants WGAR Cleveland's application and denies that of WADC Akron for 1220 kc, 50 kw (directionalized). Observers felt it was a step toward court test of FCC's right to decide applications on basis of program plans. *May 26, Page 18.*

White Bill introduced in Senate by Majority Leader Wallace White Jr., (R-Me.), with identical bill introduced in House by Rep. Charles Wolverton (R-N.J.). Legislation is aimed toward creating new national policy for American radio. *May 26, Page 13.*

NAB President Justin Miller releases 14-point reply to FCC Blue Book, in which he charges the Blue Book is illegal, punitive and improper. *May 26, Page 15.*

JUNE

New Hearing Division is formed by FCC to be composed of examiners responsible only to Commission. *June 2, Page 4.*

AT&T files proposed rate schedule on use of coaxial cable for commercial television networks. *June 9, Page 18.*

Canadian Assn. of Broadcasters

(*Continued on page 29*)

PICTURE OF THE YEAR might well be the highly informal shot of Justin Miller (l), president of NAB; Frank Stanton (c), CBS president, and former FCC Chairman Charles R. Denny, now NBC vice president, at the NAB Convention in Atlantic City last September. Occasion was the rollicking CBS Affiliates dinner in which divergent winds of radio were snapped inflating plastic balloons.

BROADCASTING

Comparative Network Program Schedule

January 1948

...WHERE

99 MILLION

PEOPLE

GATHER

CBS

EVERY

WEEK

For the special significance of this audience to advertisers today, see back page of this insert...

SUNDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	Lee Hats Drew Pearson (226) R	Prud'tl. Ins. Family Hour	Quaker Oats Those Websters (409)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R			
6:30	Goodyear Greatest Story (209)	Coca-Cola Pause Refreshes (163)	Cudahy Packing Co. Nick Carter (385)	Am. Home Prod. Star Preview R (128)
6:45				
7:00	Child's World S	Wrigley Gene Autry (152)	Trimount Sherlock Holmes (365)	Am. Tobacco Co. Jack Benny (161)
7:15				
7:30	Exploring the Unknown S	CPP-Super Suds Blondie (147) R	Mutual Acc. Assn. Gabriel Heatter (398)	F. W. Fitch Co. Alice Faye & Phil Harris (159)
7:45				
8:00	Musical Digest May. Sun. Eve. Hr. (113)	Wildroot Sam Spade (159)	Co-op A. L. Alexander	Standard Brands Chas. McCarthy (143)
8:15				
8:30		Gen. Motors Man Called X (159) R	Carter Products Jimmy Fidler (200)	Ford Motor Fred Allen (160)
8:45			Kaiser-Frazer Newscope (350)	
9:00	Andrew Jergens Walter Winchell (215)	Campbell Soup Corliss Archer (146) R	Co-op Meet Meat Parkyakarkus (300)	Sterling Drug Man. M.-Go-R'd (141)
9:15	Andrew Jergens Louella Parsons (204)			
9:30	U. S. Steel Theatre Guild (180)	Texas Co. Tony Martin (161)	Pharmaco Jim Backus (375)	Sterling Drug Alb. Fam. Music (141)
9:45				
10:00		DeSoto-Plymouth Christopher Wells (160)	Voices of Strings S	Eversharp Take It or Leave It (160)
10:15				
10:30	Carter Products Jimmie Fidler (70)	Luden's Strike It Rich (67)	Edmund Hock-ridge (296) S	Philip Morris Horace Heidt (160)
10:45				

MONDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not in Service)	Metro. Life Ins. E. Sevareid (21) S	Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S Sketches Melody 6:20-6:30 S
6:15		In My Opinion S		
6:30		Dell Trio S		Once on Time S
6:45		P & G Ivory Thomas (74) R		Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53)	P&G Dreft Beulah (66)	Co-op Fulton Lewis (339)	Liggett & Myers Supper Club (156) R
7:15	Co-op Elmer Davis (46)	P & G Oxydol Jack Smith (81) R	Dinner Date	Miles Labs. News of World (126)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (150) R	Henry Taylor (379)	W. F. McLaughlin Manor Hse. Time (7)
7:45		Campbell Soup Ed. Murrow (149) R	Bayuk Cigars Inside of Sports (101)	Pure Oil Co. Kaltenborn (35)
8:00	Point Sublime S	Bromo Seltzer Inner Sanctum (149) R	Scotland Yard (306) S	E. I. duPont Cav. of Amer. (146) R
8:15				
8:30	Opie Cates Show S	Lipton-Lever Arthur Godfrey (145) R	Pharmaco Charlie Chan (200)	Firestone Voice Firestone (137)
8:45				
9:00	On Stage America S	Lever-Lux Soap Radio Theater (151)	Carter Products Gabriel Heatter (370)	Bell Telephone Telephone Hour (148) R
9:15			White Hall Real Stories (10)	
9:30	Sammy Kaye (176) S		High Adventure (350) S	Mars Inc. Dr. I. Q. (128)
9:45				
10:00	Amer. Cyanamid Buddy Weed Trio (194)	Lever-Swan My Friend Irma (144)	Co-op Fish n' Hunting (42)	Carnation Co. Contented Hr. (149)
10:15	Earl Godwin S			
10:30	Click Restaurant Orch. S	R. J. Reynolds Screen Guild (154)	Orchestra S	General Electric Fred Waring (160)
10:45				

TUESDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not in Service)	Metro. Life Eric Sevareid (21)	Repeat of Kid Strips	News John McVane Clem McCarthy 6:15-6:20 S Sketches Melody 6:20-6:30 S
6:15		Frontier to Science S		
6:30		Dell Trio S		Once on Time S
6:45		P&G Ivory Thomas (74) R		Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53)	P & G Beulah (66)	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (156) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (81) R	Orchestra S	Miles Labs. News of World (126)
7:30	General Mills Green Hornet (160) R	Campbell Soup Club 15 (150) R	Kaiser Wendell Noble (425)	W. F. McLaughlin Manor Hse. Time (7)
7:45		Campbell Soup Ed. Murrow (149) R	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
8:00	Youth Asks the Government S	Sterling Drug Big Town (147)	Mysterious Traveler S	Philip Morris Milton Berle (140) R
8:15	Chr. Sc. Mon. Views the News R			
8:30	Co-op Town Meeting (56)	CPP Tooth Pwdr Mr. Mrs. North (148) R	Official Detective S	Lewis Howe Co. Date With Judy (146)
8:45				
9:00		Gulf Oil We the People (119)	Serutan Co. Gabriel Heatter (156)	Lever Bros. Amos 'n Andy (149)
9:15			White Hall Co. Real Stories (10)	
9:30	Boston Symphony 10, 14 S	Studio 1 S	The Zane Grey Show S	S. C. Johnson Fibber McGee & Molly (144)
9:45				
10:00			Pilot Radio Amer. Forum	Lever Bros. Bob Hope (128)
10:15				
10:30	Labor U. S. A. (116) S	Open Hearing S	Calif. Melodies (251) S	Brown & W'mson Red Skelton (160)
10:45	Let Freedom Ring S			

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Coast to Coast on a Bus S	World News	Y. P. Church Rev. P. Crawford (223)	World Ns. Rdup John McVane Co-op
9:15		Ballard & Ballard Renfro Folks (27)		Story to Order S
9:30			Tone Tapestries (250) S	Words & Music 9:30-10:00 S
9:45		Trinity Choir S		Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (228)	National Radio Pulpit S
10:15				
10:30	Southernaires S		Voice of Prophecy (250)	West'n Auto Circle Arrow (57)
10:45				Cameos of Mus'c 10:30-11:00 S
11:00	Fine Arts Quartet S	Legend Choir S	Christian Ref. Ch. Back To God	Voices Down the Wind S
11:15			Dixie Four Quartet S	
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U. Review (188) S	News Hilites S
11:45				Campana Solitair Time (18)
12:00 N	News	Invitation to Learning S	Pilgrim Hour Dr. C. Fuller (224)	Bunte Bros. World Front-Ns (19)
12:15 PM	Texas Jim S			
12:30	World Security Workshops S	As Others See Us S	Lutheran Hour Dr. W. Maier (265)	Eternal Light S
12:45	World Security Workshop S			
1:00	Amer. Future Sam Pettengill (203) R	People's Platform S	Wings Shirts Wm. Shirer	America United S
1:15	Raymond Swing		Am. Bird Brod. Am. Warblers (55)	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Toni Co. Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (138)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Okla. Roundup S	Shady Valley Folks (200) S	
9:30				Clevelandaires S
9:45	Philco Corp. Breakfast Club (242)			Nelson Olmsted S
10:00	Libby, McNeill & Libby R	Music You Know S	Co-op Cecil Brown (161)	Fred Waring Show
10:15	My True Story (196)		Faith Our Time (142) S	
10:30	Gen. Mills Betty Crocker (191) R	Manhattan Evelyn Winters (160) R	Say With Music Willard's Orch. (190) S	P & G Road of Life (143)
10:45	Curtis Co. Listening Post (202)* R	Babbitt David Harum (54)		P & G Joyce Jordan (146)
11:00	P&G Break Hollyw'd (234) R	Liggett & Myers Arthur Godfrey (158)	B. Harrington Sings S	Toni Co. This Is N. Drake (143) N
11:15	Kellogg Co. Break. Hollyw'd (234) R		Tell Your Neighbor (160) S	Manhattan Soap Katie's Daughter (156)
11:30	Kellogg Co. Galen Drake (204)	Contin'al Baking Grand Slam (47)	Phil Morris Hearts Desire	Prud'tl. Ins. Jack Berch (139)
11:45	West. Elec. Corp. Ted Malone (196) R	P & G Rosemary (64)		B. T. Babbitt Lora Lawton (96)
12:00 N	P&G Welcome Trav. (183)	Gen. Foods Wendy Warren (145)	Kate Smith Speaks. Co-op (296)	
12:15 PM		Lever Bros. Aunt Jenny (56)	Serutan (Victor Lindlar 108)	Harkness of Washington S
12:30	To Be Announced	Whitehall Helen Trent (77)	U. S. Service Bands (243) S	Words & Music S
12:45		Whitehall Our Gal Sunday (79)		
1:00	Co-op Baukhage (92)	P & G Big Sister (69)	Co-op Cedric Foster (126)	Special Music S
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (79)	Red Hook 31 (100) S	

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Tommy Bartlett Show (200) S	Co-op News	To Be Announced	Story Shop S
9:15		Songs For You S		
9:30			News R. Hurleigh (95) S	Bill Herson Coffee With Con. S
9:45		Saturday's Rhythm S	Helen Hall S	
10:00	U. S. Navy Band S	Ferry-Morse Garden Gate (161)	B. Harrington (119) S	Frank Merriwell S
10:15		Johnson Singers S		
10:30	Piano Playhouse S	Pet Milk Mary Taylor (139) R	Shady Valley Folks (200) S	Swift & Co. A. Andrews (168) R
10:45				
11:00	Junior Junction S	Cream of Wheat Let's Pretend (146) *	Paulina Alpert (166) S	Swift Meet the Meeks (161)
11:15				
11:30	The Bosco Co. Land of the Lost (36) 10/11*	Escape S	Say with Music Willard Orch. (190) S	Brown Shoe Smilin' Ed McConnell (157)
11:45				
12:00 N	Johnny Thompson S	Armstrong Cork Theater of Today (159)	Pan-Americana Starr Orch. (252) S	Barrlault Wash. News S
12:15 PM	Facing the Future S		Week in Wash. Albert Warner (261) S	Public Affairs S
12:30	American Farmer (88) S	Bowey's Stars Hollywood (52)	Flight into Past U S AAF Band (253) S	Home Is What You Make It S
12:45				
1:00	UN Highlights S	Pillsbury Grand Cen. Sta. (129)	Lnchn. Sardi's Bill Slater (101) S	Allis-Chalmers Nat. Farm & Home Hour (161)
1:15				

...NESDAY

MBS	NBC
Repeat of Kid Strips	News S John McVane Clem McCarthy
"	6:15-6:20 S Sketches Melody 6:20-6:30 S
"	Once on Time S
"	Sun Oil Co. 3-Star Extra (33)
Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (156) R
Orch. S	Miles Labs. News of World (135)
Electrical Union Arthur Gaeth	W. F. McLaughlin Manor Hse. Time (7)
Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
Scarlet Queen (250)	Colg.-Palm-Peet Dennis Day (150) R
"	"
Quiet Please	Kraft Foods Gildersleeve (127) R
"	"
Carter Products Gabriel Heatter (370)	Bristol Myers Duffy's Tavern (135)
White Hat Co. Real Stories (10)	"
Racket Smashers	Bristol-Myers Dist. Attorney (135)
"	"
To be Announced	Am. Cig. & Cig. The Big Story (160)
Cliff Melodies	"
Orchestra S	Rexall Stores Jimmy Durante (160)
"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane Clem McCarthy
"	In My Opinion S	"	6:15-6:20 S Sketches Melody 6:20-6:30 S
"	Dell Trio S	"	Once on Time S
"	P&G Ivory Thomas (74) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53)	P & G Beulah (66)	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (156) R
Co-op Elmer Davis (46)	P & G Jack Smith (81) R	Orch. S	Miles Labs. News of World (126)
Ellery Queen S	Campbell Soup Club 15 (150) R	Kaiser Wendell Noble (425)	Roosevelt Grill Orch.
"	Campbell Soup Ed Murrow (149) R	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
Candid Microphone S	P & G Lava FBI (146) R	Revere Camera Jan-August	General Foods Aldrich Family (140) R
Candid Microphone S	"	Holly House S	"
The Clock S	Whitehall Mr. Keen (117) R	Mutual's Block Party S	General Foods Burns & Allen (142) R
"	"	"	"
General Electric Willie Piper (164) R	Auto-Lite Dick Haymes (159)	Serutan Co. Gabriel Heatter (156)	Kraft Foods Co. Music Hall (139)
"	"	White Hall Co. Real Stories (10)	"
To Be Announced	Anchor-Hocking Crime Photog. (144)	Ford Dealers RFD America (200)	Sealtest Village Store (93)
"	"	"	"
Are These Our Children S	Hall Brothers Readers Digest (157)	The Family Theatre (269) S	R. J. Reynolds Bob Hawk Show (150)
"	"	"	"
Lenny Herman Quintet S	Campana First Nighter (57)	Dance Orchestra S	Pabst Sales Co. Eddie Cantor (146)
Earl Godwin S	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane Clem McCarthy
"	Report from UN S	"	6:15-6:20 S Sketches Melody 6:20-6:30 S
"	Dell Trio S	"	Once on Time S
"	P&G Ivory Thomas (74) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53)	P & G Beulah (66)	Fulton Lewis, Jr. (331)	Liggett & Myers Supper Club (156) R
Co-op Elmer Davis (46)	P & G Jack Smith (81) R	Orchestra	Miles Labs. News of World (135)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (151) R	Gen. Motors Henry Taylor (379)	W. F. McLaughlin Manor Hse. Time (7)
"	Campbell Soup Ed Murrow (149) R	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
Norwich Phar. Fat Man (136) R	General Foods Baby Snooks (148) R	Philco Corp. Burl Ives (252)	Cities Service Co. Highways in Mel. (80)
"	"	Alan Dale S	"
Equitable Life This Is Your FBI (221) R	General Foods Danny Thomas (146) R	Leave it to the Girls	Colg.-Palm-Peet Can You Top This? (141) R
"	"	"	"
Bristol-Myers Break the Bank (183) R	P. Lorillard Old Gold Show (147)	Noxema Co. Gabriel Heatter (157)	Brown & W'mson People are Funny (159)
"	"	White Hall Co. Real Stories (10)	"
Pacific C. Borax The Sheriff (191)	Int. Silver Ozzie & Harriet (149)	Co-op Informa Please (288)	Sterling Drug Waltz Time (140)
Ch. Spark Plug Roll Call (215)	"	"	"
Gillette Sports (254)	Philip Morris It Pays to be Ig. (144)	Co-op Meet the Press (277)	Centaur Co. Mystery Theatre (140)
"	"	"	"
"	Coca-Cola Spotlight Review (156)	Date Night S	Colg.-Palm-Peet Sports Newsreel (70)
"	"	"	Speakers from Washington S

SATURDAY

ABC	CBS	MBS	NBC
Vagabond S	News S Bill Shadell	To Be Announced	News Summary S
Betty Russell S	Word from the Country S	"	Religion in the News S
Sports, N. Y. (107) S	Sports Review S	"	NBC Symphony S
Communism & One World S	News S Larry Lesueur	Orchestra	"
Museum of Modern Music S	Co-op Hawk Larabee	Hawaii Calls (360) S	"
"	"	"	"
Challenge of The Yukon S	Lambert Co. Abe Burrows (163) R	Kaiser Wendell Noble (425)	Mars Inc. Curtain Time (127)
"	Hoagy Carmichael S	Danton Walker Hy Gardner News S	"
Ross Dolan Detective (207) S	To Be Announced	Ronson Metal 20 Questions (168)	P & G Life of Riley (136) R
"	"	"	"
General Mills Famous Trials (164) R	Bill Goodwin S	Hospitality Club S	P & G Truth or Conseq. (137)
"	"	"	"
L. E. Waterman Gangbusters (197)	Joan Davis Show Co-op	Stop Me If You've Heard This S	Am. Tobacco Co. Your Hit Parade (159)
"	"	"	"
Wine Growers Murder & Mr. Malone (68)	R. J. Reynolds Vaughn Monroe (154) R	What's the Name of that Song (300) S	Colg.-Palm-Peet Judy Canova (140)
"	"	"	"
American Oil Prof. Quiz (101)	Pet Milk Sat. Nite S.r. (76)	Chicago Theatre of the Air (390) S	Colg.-Palm-Peet Kay Kyser (140)
"	"	"	"
Hayloft Hoedown (107) S	Sweeney & March S	"	R. J. Reynolds Grand Ole Opry (147)
"	"	"	"

6:00 P.M.
6:15
6:30
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9:00
9:15
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10:45

...E

SUNDAY

ABC	CBS	MBS	NBC
...y K... S	Dorsey to Life S	To Be Announced	Chic. Rd. Table S
"	"	"	"
...esd... S	CBS Is There S	Stephen Graham Family Dr. (210) S	RCA Victor Show (152)
"	"	"	"
...ions ...gers	...es C. Hirsch S	Co-op Bill Cunningham (210)	Int. Harvester Harvest-Stars (157)
	To Be Announced	Veteran Wants to Know S (160)	"
...t & ...sic (5)	New York Philharmonic Symphony S	H. C. Cole Ming Variety Show (100)	Sheaffer Pen Parade (53)
...ner ...son	"	"	"
...Wes... ...e W... S	"	General Foods Juvenile Jury (300)	Stand. Brands 1 Man's Fam. (144)
	"	"	"
...d O'...	"	General Foods House Mystery (374)	Miles Lab Quiz Kids (145)
	"	"	"
...wor... ...era ...)	Eileen Farrell Sings S	Wilmsn. Candy True Detective (397)	Musicana S
	"	"	"
...ill ...9)	Jeanette Davis Sings S	D. L. & W. The Shadow (85)	Ford Motor Co. Ford Theatre (159)
	Hires Co. Here's to You (84)	"	"
...Car... ...or St...	Electric Co. Electric Hour (158)	Helbros Watch Quick as a Flash (303)	"
	R. C. Hirsch	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (48)	Quaker City Serenade (227) S	Robt McCormick Co-op S
"	P & G Guiding Light (79)	Ralston Purina Cbd. Jamboree (152)	Robt. L. Ripley Co-op
Co-op Walt. Kierman (47)	Gen. Foods 2nd Mrs. Burton (65)	Miles Labs. Philip Morris Armour Queen for Day	Gen. Mills Today's Children (132)
Co-op Ethel & Albert (42)	P & G Perry Mason (86)	Jack Bailey (213)	Gen. Mills Women in White (132)
Sterling Drug Bride & Groom (201) R	Look Your Best S	Martin Block (352)	Gen. Mills (2:40 Betty Crocker 132)
"	Manhattan Rose of Dreams (160)	Semler M-W-F	Gen. Mills Light of World (48)
Quaker Oats Ladies be Seated (205) R	Campbell Soup Double or Noth'g (107)	Martin Block	P & G Life-Beautiful (98)
Toni Co. Ladies be Seated (202) R	"	"	P & G Ma Perkins (144)
Nat. Biscuit Co. Whiteman Club (227)	Gen. Elec. House Party (163)	Pharmaco Song of the Stranger	P & G Pepper Young (130)
R.J. Reynolds Co. Whiteman Club	* "	"	P & G Right to Hap'ness (142)
Nestle's Prod. Whiteman Club (196)	Armour & Co. Hint Hunt (153) R	Co-op Erskine Johnson (340)	Sterling Drug Backstage Wife (142)
Wesson Oil Whiteman Club (180)	"	Co-op Johnson Family Scribner (337)	Sterling Drug Stella Dallas (142)
Treasury Show S	Winner Take All Co-op	Two-ton Baker (352) S	Sterling Drug Lorenzo Jones (142)
Treasury Show S	"	Adventure Parade (210) S	Sterling Drug Y. Widder Brown (142)
Co-op Dick Tracy	American School of the Air S	Hop Harrigan S	Gen. Fds. When Girl Mar's (76)
Quaker Oats Co. Terry & Pirates (204)	"	Kelloggs Superman	Gen. Fds. Portia Faces Life (87)
General Mills Jack Armstrong *	Treasury Bandstands S	Capt. Midnight (Wander Co. 115)	Whitehall Just Plain Bill (57)
Derby Foods Sky King *	Miles Lab. Lum 'n Abner (126) R	Ralston Purina Tom Mix (414)	Whitehall Front Page Far'l (56)

SATURDAY

ABC	CBS	MBS	NBC
Our Town Speaks S	Borden County Fair (161)	Bands for Bond (273) S	Vet. Adv'r. Ty Krum S
"	"	Orchestra S	Report Europe S
Texas Co. Metro. Opera (240)	Toni Co. Give & Take (159) R	To Be Announced	To Be Announced
"	"	"	"
"	Columbia Country Journal S	"	"
"	"	"	"
"	Of Men And Books S	"	Orchestras of Nation
"	Adv. in Science S		"
"	Cross Section USA S	"	"
"	Treasury Bandstand S	Sports Parade	Doctors Today
"	"	"	"
"	Saturday at the Chase S	Dance Orch.	Musicana
"	"	"	"
"	Philadelphia Orch. S	Band S	E. Tomlinson S
"	"	"	Whitey Berquist & Orchestra S
"		Orch. S	Lennie Herman's Quintet S
Dorothy Fuldheim (98)		"	Wildroot King Cole Trio (159)

* EXPLANATORY NOTES

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE; S INDICATES SUSTAINING, R RE-BROADCAST ON WEST COAST.

ABC

10:45-11:00 AM Tuesday, Club Aluminum Products Co. sponsors Club Time R over 67 stations. Thursday, 10:15-11:00 AM, The Drackett Co., Dorothy Kilgallen R (162).

5:45-6:00 PM Jack Armstrong sponsored by General Mills and Sky King sponsored by Derby Foods are heard on alternate days, Monday through Friday.

Lead of the Last moves to 12:30-1 PM Sat. effective Jan. 22.

CBS

11:00-11:05 AM Sat.-Sun., Curtis sponsors W. Sweeney News, 147 stations.
2:55-3 PM Dear A Wife S.
4:55-5:00 PM Mon.-Fri., Johns-Manville sponsors Bill Henry News on 84 stations.
5:00-5 PM Saturday-Sunday, Red Cabinet News.
5:55-6:00 PM News.

MBS

5:45-6 PM Mon.-Fri. Sunkist sponsors Billy Rose Show.

NBC

9:30-10:00 AM Tuesday and Thursday, American Meat Institute sponsors Prod Waring Show on 101 stations. On Friday, 10:00-10:30 AM, Minnesota Valley Canning Co., sponsors Waring Show on 100 stations. Waring is substituting Mon., Wed.

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

Major advertisers know there are *more* customers today in *all* parts of the country than ever before. They must reach as many of them as they can

—or competition will sell the markets *they* miss.

But with today's rising cost of doing business, they must reach those customers at a *competitively economical* "cost-per-thousand"

—they can't afford to let competition buy customers for less than *they* do.

The facts show that the two top U.S. networks:

a/ not only deliver *largest audiences* in all parts of the country;

b/ but also deliver them at a "cost-per-thousand" *consistently lower* than the other two networks.

And the cold arithmetic demonstrates that in this working relationship between *size* and *cost* of audiences *actually delivered to advertisers*, CBS is the most effective of ALL the networks.

Top Stories of '47

(*Continued from page 28*)

recommends complete overhaul of Canadian radio legislation, establishment of an independent regulatory body responsible directly to Parliament, and correction of "subsidized competition." *June 2, Page 42.*

Daytime Skywave hearings begin before FCC, with CCBS asking more protection for the "clears." *June 9, Page 19.*

Annual meeting of Canadian Assn. of Broadcasters begins at Jasper Park, Alta. *June 9, Page 31.*

FCC announces channel separation rule allowing assignment of AM stations only 30 kc apart in adjacent cities within certain engineering limitations—but not permitting it in the same cities. *June 16, Page 102.*

House Appropriations Committee proposes to give FCC $6,040,000, a $1,260,000 reduction of FCC's request. *June 16, Page 13.*

Brig. Gen. David Sarnoff, RCA president, urges economies in production and selling, and improvement of products, at RMA convention in Chicago. Steps are recommended to meet economic readjustment period underway. *June 16, Page 15.*

FCC assigns new frequencies for all FM licensees, permittees and interim operators, and abandons reservation of FM channels as of July 1. *June 23, Page 37.*

C. E. Hooper, Hooperatings chief, submits program rating plan to BMB, whereby BMB will supply audience measurements for individual programs as well as station audience data, by taking over publication of the "continuous" Hooper reports. *June 23, Page 20.*

President Truman withdraws nomination of Comr. Ray C. Wakefield and simultaneously nominates Rep. Robert Jones (R-Ohio) to Commission. Action thought to herald FCC shakeup. *June 23, Page 13.*

FCC reshuffles departments, with two newly-chosen hearing examiners given new duties and three members of Law Dept. promoted. *June 23, Page 18.*

Hearings on White Bill begin. *June 30, Page 73.*

Within an hour of each other, Taft-Hartley Act is enacted, and Supreme Court upholds legality of Lea Act. Court held that Lea Act ban on featherbedding is constitutional. *June 30, Page 13.*

ASCAP is accused of conspiring to corner world's music market in suit filed in U. S. District Court, New York, by Justice Dept. Anti-Trust Division. *June 30, Page 19.*

Brig. Gen. Frank E. Stoner, chief UN telecommunications engineer, announces plans for $8,000,000 UN network. *June 30, Page 14.*

FCC Employe & Compensation Report shows radio's weekly payroll up 25% since 1945; employment increased 18%. *June 30, Page 29.*

"Voice of America" given $6,387,250 by Senate Appropriations Committee, with programming put in hands of private agencies. *June 30, Page 82.*

BMB rejects Hooper offer of new program rating plan. Hooper announces he intends to enter station coverage measurement field. *June 30, Page 22.*

President Truman, at invitation of NAB President Justin Miller, meets with representatives of radio, newspapers, magazines, books and motion picture fields. He declares freedom of broadcasting and other media of expression is basic in the democratic system. *June 30, Page 14.*

JULY

NAB votes 629-28 in favor of amendment to its by-laws changing networks from active to associate status. *July 7, Page 17.*

WWDC Washington files complaint against WARL Arlington, Va. and WGAY Silver Spring, Md. in first case in radio to invoke jurisdiction of Federal Trade Commission against stations broadcasting horse-racing results on grounds of alleged unfair competition. *July 7, Page 74.*

Federal ban on new construction abolished, allowing radio stations and other industry to go ahead with building plans. *July 7, Page 18.*

In first decision of its kind, FCC proposes to approve sale of a station to a competitive bidder under Avco Rule's "auction" provisions, rather than to original "purchaser." KMED Medford, Ore. is station involved. *July 7, Page 30.*

Brig. Gen. David Sarnoff elected RCA board chairman, replacing Gen. James Harbord, resigned. General Sarnoff remains RCA president in addition. *July 14, Page 4.*

Robert F. Jones confirmed for FCC membership by unanimous consent of Senate. *July 14, Page 13.*

FCC announces it will revert to division method of operation Oct. 1, with a broad reorganization plan. *July 21, Page 13.*

CBS executive realignments return Edward R. Murrow, vice president and director of public affairs, to airwaves. His executive post is taken by Davidson Taylor, former vice president and director of programs. Hubbell Robinson, onetime ABC vice president, steps into Mr. Taylor's post. *July 21, Page 20.*

AT&T cancels proposed rates for video use of its coaxial cables. *July 21, Page 20.*

Both Houses of Congress approve appropriation of $6,240,000 to FCC, record peacetime figure. *July 28, Page 18.*

A 15-point plan for permanent continuous operation of BMB is approved with NAB, ANA and AAAA support. *July 28, Page 18.*

FCC denies plea of WADC Akron for rehearing in WGAR Cleveland 50-kw case. *July 28, Page 40.*

AUGUST

Finch Telecommunications demonstrates color facsimile embodying a new transmission method. *Aug. 4, Page 17.*

BMI acquires Associated Music Publishers capital stock. *Aug. 4, Page 18.*

FCC reclassifies broadcast operators into three categories, a change long sought by NAB. *Aug. 4, Page 4.*

NBC reorganizes in top levels with three vice presidents—Harry Kopf, Ken Dyke and John McDonald—going to newly-created posts of administrative vice presidents. I. E. Showerman, general manager of Central Division, is also appointed vice president, *Aug. 4, Page 13.*

First postwar request for FCC to cancel a license because a city is not able to support present number of stations comes from WBIX Rome, Ga. *Aug. 25, Page 14.*

Justice Dept. begins investigation to determine if Petrillo is violating Lea Act or Taft-Hartley Act in refusing to permit duplication of network programs on FM. *Aug. 25, Page 13.*

SEPTEMBER

Mutual introduces a new way to measure coverage, using engineering analyses. *Sept. 8, Page 7.*

FMA convention, meeting in New York, elects Everett Dillard, Continental (FM) Network head, president, maps plans for the year. *Sept. 15, Page 63.*

NAB's 25th annual convention opens at Atlantic City, with freedom of the air as the battle cry. *Sept. 15, Page 37.*

NAB adopts self-regulatory code, to become effective Feb. 1. *Sept. 15, Page 13.*

Petrillo notifies FM stations WHFM Rochester and WASH Washington that all live musical programs on those stations (Continental Network keys) must end. Blow strikes 27 stations of Continental. *Sept. 22, Page 13.*

Five key NBC executives—John Royal, George McElrath, Charles Hammond, Noran Kersta, James Nelson—get additional duties in further staff realignment. *Sept. 29, Page 20.*

William Benton resigns as Assistant Secretary of State, is commended by President Truman for

(*Continued on page 30*)

WGST Cited

GEORGIA Society of Historical Research has selected WGST Atlanta as "the station in Georgia during the past fiscal year that has contributed most to the promotion of history in Georgia." Citation was made in a letter to the station from Mrs. Robert Harrison Jones Jr., president of the society, in which she praised WGST for its presentation of historical facts about Georgia and its history. Honorable mention also was extended to WTOC Savanah, WSB Atlanta and WMOC Covington.

TELEVISION COVERAGE of the Republican and Democratic national political conventions for the Midwest audience was discussed by this group of telecasters meeting in Philadelphia Dec. 19. L to r around outside of table: Melvyn Foeller, AT&T; L. W. Herzog, WTMJ-TV Milwaukee; Andrew Ring, Ring & Clark; George Burbach, KSD-TV St. Louis; J. R. Duncan, WLWT Cincinnati; J. Z. Millar, Western Union; James T. Quirk, WFIL Philadelphia; Alice W. Faust, WFIL; Roger W. Clipp, WFIL (presiding); Worthington C. Lent, Lent & Poast; Louis E. Littlejohn, WFIL; William Eddy, WBKB Chicago; Carl Warren, WPIX (formerly WLTV) New York; Allen Lawrence, WPIX; Herbert De Ryder, WATV Newark; Frank V. Bremer, WATV; E. Y. Flanigan, WTVT Toledo; Edward Codel, The Katz Agency. L to r around inside of table: Robert Seigler, AT&T; F. R. MacFarland, AT&T; C. Denton, WPIX; Carl Meyers, WGNA Chicago; Kenneth W. Stowman, WFIL; B. O. Sullivan, WPIX; James Hanrahan, WEWS Cleveland; Jack Howard, Scripps-Howard Newspapers; Harry Bannister, WWJ-TV Detroit; John E. Surrick, WFIL.

Top Stories of '47

(*Continued from page 29*)

job he did as head of Information and Cultural Affairs, including "Voice of America" broadcasts. *Sept. 29, Page 82.*

OCTOBER

Petrillo lifts ban against live music imposed on Continental (FM) Network, following meeting of FMA and AFM in New York. *Oct. 6, Page 17.*

National Assn. of Radio Station Representatives formed in New York in meeting called by Paul Raymer and Edward Petry. *Oct. 6, Page 17.*

Representatives of 78 nations sign two basic agreements in field of international communications: Treaty of the International Telecommunications Convention, and an agreement covering technical and operating aspects of international radio communications, the International Radio Regulations. Both signed at Atlantic City. *Oct. 6, Page 15.*

Mexico's demands involve drastic reallocations at NARBA conference, would imperil U. S. channel rights. *Oct. 6, Page 15.*

NBC names as new vice presidents: Sydney Eiges, former press head, and Charles Hammond, assistant to NBC executive vice president. *Oct. 6, Page 15.*

National Assn. of Radio Station Representatives, formed Sept. 26, files complaint with U. S. Attorney General and FCC against CBS, charging network has illegally encroached on their business by taking over non-network time sales of several CBS affiliates heretofore represented by members of association. *Oct. 6, Page 4.*

Assn. of National Advertisers holds convention in Atlantic City. *Oct. 6, Page 16.*

President Truman and Charles Luckman, Lever Bros. head and chairman of Citizens Food Committee, participate in first telecast made from White House. *Oct. 13, Page 20.*

Charles Denny, FCC chairman, resigns from Commission to join NBC Nov. 15. *Oct. 20, Page 15.*

General Electric inaugurates new microwave relay between New York and Schenectady. *Oct. 20, Page 22.*

Government files amended bill of criminal information against Petrillo in U. S. District Court in Chicago, mentioning specifically action taken by AFM head against WAAF in calling a strike in May 1946. *Oct. 20, Page 74.*

Federal Trade Commission refuses to rule on complaint of WWDC Washington against WARL Arlington, Va. and WGAY Silver Spring, Md., holding that the matter comes under FCC jurisdiction. WWDC charged that the two stations are engaged in unfair competition by broadcasting horse-racing results and "lottery broadcasts." *Oct. 20, Page 20.*

Clear Channel hearings resume for final sessions after lapse of over a year. *Oct. 20, Page 15.*

Petrillo announces recording ban to commence Dec. 31. Industry goes into action to combat AFM squeeze play. *Oct. 20, Page 13.*

SEC Thomascolor Probe ends after five weeks of hearing. Inquiry was into the proposed $10,000,000 public stock sale by Thomascolor Inc. *Oct. 20, Page 20.*

Independent stations draft own code. The 12-man committee of independents names Ted Cott, WNEW New York, as chairman. *Oct. 27, Page 15.*

NOVEMBER

Democratic National Committee follows Republicans in choosing Philadelphia for convention, with television the deciding factor. *Nov. 3, Page 15.*

Radio Writers Guild ratifies six and a half year contract with four major networks, dating from Nov. 15. Pact covers: Authors' rights, air credits, abandonment of "release form," establishment of joint adjustment board, and minimum fees. *Nov. 3, Page 20.*

FCC releases Economic Report, estimating that there will be 2,260 AM stations in 1948, with almost half of them located in hard-time belts. *Nov. 10, Page 15.*

FCC begins three-week WBAL Baltimore hearing, involving WBAL's request for renewal and the Pearson-Allen application for its facilities. *Nov. 10, Page 18.*

New York Daily News loses out in final decision on FM grant. *Nov. 10, Page 18.*

Mutual Network subscribes to BMB, automatically bringing into BMB NBC, ABC and CBS, whose contracts were provisional upon network unanimity. *Nov. 10, Page 13.*

FCC issues Report on Broadcast

(*Continued on page 34*)

One Solution

WBKB, Chicago TV station, will introduce live music on a telecast which will not violate the ban laid down by James C. Petrillo, the station announced this week. Effective Jan. 12, WBKB will schedule a full half-hour barn dance, sponsored by New Era Potato Chips, through Tom Schroeder Advertising, Detroit, and Squirt, through Ruthrauff & Ryan Chicago. Program will feature the following non-union musical instruments: Washboard, automobile horn, musical comb, jewsharp and ukulele.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

AMERICAN
MUTUAL

5,000 WATTS
980 KC

BMB

Map and Tabulation Based on BMB Audience Study No. 1 March, 1946

WSIX gives you all three:

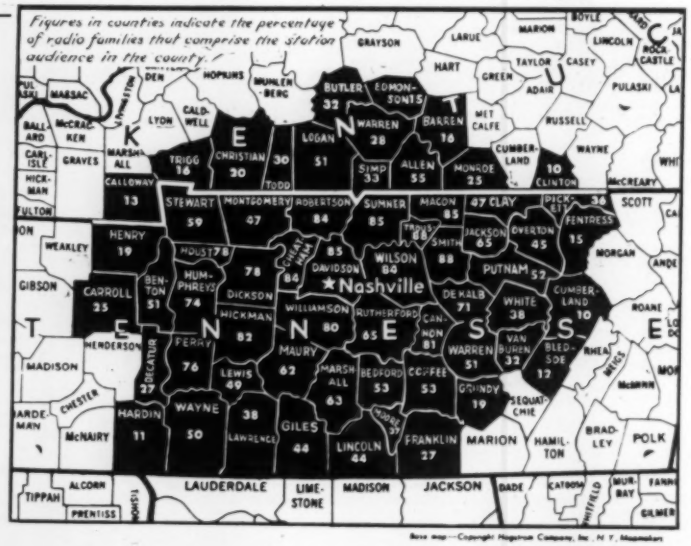
MARKET . . .
COVERAGE . . .
ECONOMY!

Represented Nationally by
THE KATZ AGENCY, INC.

DAYTIME COVERAGE

	BMB COUNTY UNITS	1946 RADIO FAMILIES	BMB STATION AUDIENCE FAMILIES
Home City—Nashville 83%		47,850	39,810
Home County Davidson 85%		67,540	57,610
Percentage Levels			
80% and over	11	98,290	83,520
70% " "	16	107,030	90,130
60% " "	20	128,750	104,010
50% " "	29	159,060	120,030
40% " "	35	180,260	129,760
30% " "	43	195,490	135,120
25% " "	48	216,800	140,900
20% " "	49	224,490	142,470
10% " "	60	252,610	146,690

Complete BMB County and City Data available on request.



There's a lot more to it than this...

The man behind the pen is signing a contract for Spot Radio — one of the most profitable of all forms of advertising. But the signing of the contract means more than that — a lot more. It means that plenty of hard work has been done — somewhere, by some one.

Yes — there's a lot more to it than fountain pens — or contract forms, or sales charts, coverage maps and station lists.

There's training and experience, timing, associations, persistence — maybe even a little luck. But primarily . . . it's a simple matter of knowledge and hard work . . . the two factors that produce most of the results most of the time . . . the two factors that make Weed & Company service so valuable to any advertiser.

Weed and company

radio station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

THE OUTSIDE PACIFIC COAST market is the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane. It contains over 4½ million people, who have a yearly buying income of over 5½ billion dollars. A C. E. Hooper 276,019 coincidental telephone-call survey proves only Don Lee completely covers this outside market. (Thousands of high mountains

THOMAS S. LEE, *Pres.* • LEWIS ALLEN WEISS, *Vice-Pres. Gen. Mgr.* • SYDNEY GAYNOR, *Gen. Sales Mgr.*

The Nation's Greatest Regional Network

make long-range broadcasting on the Pacific Coast unreliable or impossible, but Don Lee has a *local* station in every one of the 44 important Pacific Coast markets . . . two and three times as many stations as any of the other networks.)

Don Lee delivers the *inside* market plus the *exclusive Don Lee outside market* at a lower cost per thousand radio families. Get the BETTER BUY in Pacific Coast radio . . . Don Lee.

• 5515 MELROSE AVE., HOLLYWOOD 38, CAL. • Represented Nationally by John Blair & Co.

Mutual
DON LEE
BROADCASTING SYSTEM

There are no "Bums" in BROOKLYN (IOWA)

. . . but most of its population (1406, including the new schoolteacher) teams up to play ball with WMT for good radio listening! Like a thousand other communities, Brooklyn listens to WMT *more than* any *other Eastern Iowa Station.*

WMTland's twin markets—rural and urban—deliver the highest per capita income audience in the U.S.A. Last year Iowans garnered close to $2 billions from farming—and nearly as much from manufacturing.

Reach *both* these potent markets on WMT—Eastern Iowa's only CBS outlet. **Ask the Katz man for details.**

CEDAR RAPIDS

5000 Watts 600 K. C. Day and Night

BASIC COLUMBIA NETWORK

Top News of '47

(*Continued from page 30*)

Revenues and Income for 1946, showing 7.6% total time sales increase over 1945, but income drops 8.52% below 1945. *Nov. 17, Page 20.*

NAB selects Los Angeles as 1948 Convention city. *Nov. 17, Page 15.*

National Opinion Research Center starts second nationwide research into what the public thinks of broadcasting. *Nov. 17, Page 18.*

National Assn. of Radio News Directors, meeting in Washington, has conference with President Truman at White House. *Nov. 17, Page 19.*

NAB completes industry wage study showing broadcast staff and freelance personnel receive the highest average weekly and annual income per employe of any American industry. *Nov. 17, Page 18.*

Boston-Washington coaxial cable opened by AT&T. *Nov. 17, Page 100.*

CBS President Frank Stanton announces Instantaneous Audience Measurement Service (IAMS), whereby radio audiences are measured by radar. *Nov. 24, Page 18.*

DECEMBER

Trouble starts after FBI Chief J. Edgar Hoover takes exception to a speech made by FCC Commissioner Clifford J. Durr, in which he took FBI to task for submitting "unsolicited reports on individuals connected with radio." FBI head notifies Commission he will withdraw all reports. *Dec. 1, Page 15.*

New York Daily News charges FCC Chairman Denny's participation in FM decision against station is "unlawful," and thus invalidates decision, Charges are based on the fact that Mr. Denny at the time had already become NBC vice president. *Dec. 1, Page 13.*

James Petrillo, AFM head, re-elected president—with no opponents listed on ballot. *Dec. 8, Page 15.*

Sen. Homer Capehart (R-Ind.) calls for congressional investigation of Commissioner Durr, based on his FBI dispute. *Dec. 8, Page 15.*

C. O. D. Network promised in 1948 by William C. Eddy, director of WBKB Chicago, at TBA Television Clinic in New York. Awards made for advancement of art. Big advertisers see bright video future. *Dec. 15, Page 13.*

Subcommittee of Senate Interstate and Foreign Commerce Committee approves redraft of controversial White Bill (S-1333). *Dec. 15, Page 13.*

Networks and stations prepare to fight Kentucky's suit for back franchise, gross receipts and income taxes. *Dec. 15, Page 14.*

Five-point legislative program to stop "abuses" and "monopolistic practices" of AFM drawn by up House Committee on Education

(*Continued on page 74*)

NOT FAN MAIL but requests for a recipe for "a man's idea of what turkey dressing ought to be" are stacked high in front of Don Lerch, CBS director of agricultural broadcasts, four days after he had aired the recipe on his *Country Journal* program Dec. 13. Fifteen thousand requests poured into the mail room at WTOP-CBS Washington. Recipe originally came from Dr. W. A. Billings of U. of Minnesota during interview with Larry Haeg, farm director of WCCO Minneapolis.

CLEAR-CHANNEL BRIEFS DEADLINE IS EXTENDED

DEADLINE for briefs preliminary to oral argument in the clear-channel and daytime-skywave cases was extended by FCC last week from Jan. 5 to Jan. 12.

The action was taken on petitions filed independently by Clear Channel Broadcasting Service and NBC. The Jan. 19 starting date for oral argument itself, which will be held before the Commission *en banc*, was not affected by the order.

The two cases—one to decide the fate of clear channels and determine whether power above 50 kw should be permitted, and the other relating to formulation of rules concerning daytime skywave transmissions—were consolidated early last month [BROADCASTING, Dec. 8].

Officials said no briefs had been received late last week and that they expected most participants to wait until the date due.

N. Y. Case Jan. 12

FCC REFUSED last week to postpone the scheduled Jan. 12 reargument of the New York FM cases, but agreed to delay the deadline for filing briefs from Jan. 6 to Jan. 9. The *New York Daily News*, one of the losing applicants whose protests were instrumental in having the decision set aside [BROADCASTING, Dec. 1, 15, 22]. had asked for postponement of oral argument. The case involves some 17 applicants for five channels in the area.

Ark-La-Tex
a natural test market

Leading drug and grocery firms (names sent on request) in growing numbers are turning to the rich Ark-La-Tex to test their new products. Here in North Louisiana, East Texas and South Arkansas are nearly 2,000,000 people with more than $1,000,000,000 effective buying income. Shreveport is the distribution center for, and KWKH is the only station that influences all the industrial, agricultural and petroleum wealth of this great tri-state area. Big, 50,000-watt KWKH is the Number One station in a Number One market.

* 11 counties in Arkansas, 12 counties in Texas and 26 parishes in Louisiana (1946 BMB—50%-100%), served exclusively by Shreveport and KWKH.

NRDGA 1947 Promotion Award Judges Named

A FIVE-MEMBER judges' panel for the 1947 radio promotion awards of the National Retail Dry Goods Assn. was announced last week by Howard Abrahams for the association.

The committee is headed by Arthur Stelzer, president of McCreery's, New York department store, who will serve as non-voting chairman. Other members are Prof. Isabelle Wingate, of the New York U. School of Retailing; Thomas Connolly, CBS promotion manager; Allan T. Preyer, Advertising Federation of America chairman, and Bruce Robertson, senior associate editor of BROADCASTING.

The final judging will be held at the WOR New York studios on Jan. 7, following a meeting of the NRDGA screening committee today (Jan. 5), according to Mr. Abrahams. The winners are to be notified before Jan. 14, at which time they are scheduled to appear at the NRDGA convention to be held Jan. 12-17 at Hotel Pennsylvania, New York, to explain how their prize-winning radio promotion material was planned.

New 'Suspense' Series

ROBERT MONTGOMERY is starred in a new *Suspense* series which began on CBS Jan. 3, 8-8:55 p.m. and is to be heard weekly thereafter. The dramatic series replaces the *Bill Goodwin Show* formerly heard at that time. CBS said a new program is being prepared for Mr. Goodwin, who is still under contract to the network.

WDRC Hartford, Conn., has been commended by Edward N. Allen, mayor of Hartford, for station's 1947 public service achievements.

FIVE-DAY DEER hunting trip in northern Michigan netted one deer for (l to r) Richard Morenus, NBC writer, who made the kill, I. E. Showerman, manager of NBC Central Division, and George D. Lindenthal, manager of WDBC Escanaba, Mich.

Radio Shows Are Feature Of Chicago Science Meet

SCIENTISTS from the Midwest and other parts of the country were featured guests on many Chicago-originated network and local programs during the recent International Science Exhibition which closed in Chicago Dec. 31.

Programs which devoted broadcasts to topics of scientific interest and included guest scientists were: Mutual's *Northwestern University Reviewing Stand of the Air* and *Meet the Press*, NBC's *University of Chicago Roundtable* and *Quiz Kids*, ABC's *Headline Edition*, *Welcome Travelers*, and *Breakfast Club*, and CBS-WBBM's daily broadcasts conducted by Quincy Howe, news analyst. WIND Chicago presented guest scientists on its *Midwest Forum* while WLS transcribed daily highlights of the convention for airing at 6:15 p.m. CST. In addition, WBKB carried a television show during the week.

New York Stations Lauded by O'Dwyer For Public Service During Snowstorm

THE 22 stations which serve Metropolitan New York got a hearty, "Well done!", last week from New York's Mayor William O'Dwyer, for their tireless public service activities during and after the Dec. 26 snowstorm, worst in the city's history.

WNYC New York, the city's municipal station, served as a clearing house for the other network and independent outlets in New York during the snow emergency, which continued for several days after the record snow stopped falling. Seymour Seigal, WNYC director, sat in on conferences of the mayor's committee on planning and control as the snow removal campaign was mapped, and shared his information with other broadcasters.

Extra Time

WNYC obtained from FCC permission to remain on the air after its normal 10 p.m. sign-off time the night of the storm to broadcast emergency messages and weather bulletins. WHLI and WHNY (FM) Hempstead, Long Island, got similar permission.

An 11-minute message from Mayor O'Dwyer to the people of New York was taken live by WNYC and several other New York independents, and recorded for later rebroadcast by other outlets.

Each New York station, like everyone else in the snowbound city, had its saga of the storm to tell. Saul Osias, WNEW engineer, walked for seven hours through the snowdrifts of Kearney, N. J. to relieve the men on duty at the station's transmitter. WNYC was credited with recruiting within an hour 550 volunteer "Fire Buffs" to help clear the city's streets. Another WNYC emergency announcement brought relief to the automats, which reported that food was spoiling because they had run out of nickels, ordinarily delivered by armored car. The armored cars were not operating because of a city edict that only "essential traffic" would be permitted on the streets. WNYC broadcast the news that armored cars had been reclassified as essential and the nickels went through.

'Mirror' Sponsors News On WGYN; Swap Basis

ONE-YEAR contract has been signed by the *New York Daily Mirror* with WGYN (FM) New York for the sponsorship of 15 five-minute news broadcasts daily and Sunday which started Jan. 1, according to an announcement last week by Ralph Brent, WGYN manager.

The news itself is fed to the station from the *Mirror* by teletype, Mr. Brent said. This coverage will be augmented by the *Mirror's* transmitter-equipped station wagons for remote pickups of spot news stories.

Arrangement with WGYN is on a reciprocal basis, according to a *Mirror* official, with the station swapping time for news and additional advertising space in the *Mirror*. A facsimile arrangement may be worked out later, a spokesman for the newspaper said.

The contract was signed by Palmer Lieberman, WGYN president, and Charles B. McCabe, *Mirror* publisher. The newscast series constitutes the *Mirror's* only regularly scheduled radio presentation.

BUREAU of BROADCAST MEASUREMENT, Toronto, announces 12 new applications for membership in December, bringing total to 80 members among Canadian broadcasting stations, two-thirds of all Canadian stations.

Good Neighbors

RADIO and the press in Mobile, Ala. certainly don't lack any Christmas spirit and they proved it by coming to the aid of a competitor in distress. WMOB engineers encountered a little difficulty in moving the transmitter to a new site and were forced to remain off the air all day Dec. 20. So that morning Manager D. H. Long called WALA, WKRG, and WKAB, to arrange for the purchase of time to explain WMOB's silence. The stations all refused to sell time—instead they carried the spots free of charge. And the *Mobile Press Register*, likewise helped notify the radio audience.

Heavy going?

Double your ~~Horse~~ Sales Power! Get a TEAM!

For REAL pulling-power in the $Billion$ Dallas-Ft. Worth market, get TWO 5,000-watt stations for a SINGLE price—with simultaneous or separate schedules! WRR—Dallas and KFJZ—Ft. Worth.

WRR - KFJZ AREA
(100 Mile Radii)

*Population . . .	1,898,300
*Buying Income .	$1,890,148,000.00
Bank Deposits .	$1,904,769,000.00
*Retail Sales . .	$1,239,913,000.00
*Wholesale Sales	$1,662,055,000.00
Auto Regis. . .	498,255
†Radio Families .	410,033

*Sales Management, 1947
†B.M.B. Area Survey, 1946

TEXAS' BEST RADIO BUY

WRR DALLAS — KFJZ FT. WORTH

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE
WEED & COMPANY
NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

STORY OF A MYSTERY THEATRE ★ When the Mystery Theatre curtain first went up on NBC in September, 1943, it was on a radio version of Edgar Allan Poe's "The Tell-Tale Heart." It had been decided that the Mystery Theatre would feature classic midnight thrillers along with especially written chillers and adaptations of current short stories, novels and Broadway plays of the macabre.

There were endless archives of dark literature from which to choose. Conan Doyle, Mary Roberts Rinehart, S. S. Van Dine and countless other top-notch writers have been at work for years skillfully tangling skeins of intrigue into fascinating tales that have held readers' interests long past many a witching hour.

An expert in eeriness was needed to select material and guide the series. That pointed the bony and taloned finger straight at Geoffrey Barnes. Sherlock Holmes himself scarcely possessed more varied knowledge than Barnes who had been an experimental chemist, occultist, psychologist, opera singer, criminal investigator, author

of a book on voice culture, poet and radio actor. Hidden away in his eyrie, somewhere at the stroke of midnight, Barnes finds time to select stories for the Mystery Theatre. On this Friday night program Barnes is portrayed in the role of host and narrator by Bernard Lenrow, outstanding young actor.

How to stage a mystery? Ransack the great literature of past and present for the most baffling chillers ever written. Dramatize them in the most outre fashion on the powerful facilities of the NBC Network—(at an hour when the children have been tucked into bed). Let them stalk the airways in the company of other great shows heard on NBC. Let the vast NBC audience shiver in pleasurable concert. Letter the curtain of the Mystery Theatre with the message of the sponsor, Sterling Drug, telling listeners how to shave—without horror. The result: Friday night becomes the eeriest night in the week on NBC with a show that holds the breath of America for thirty minutes while suspense and spine-tingling thrills drift hauntingly from loud-speakers from coast to coast.

A service of Radio Corporation of America

. . . the National Broadcasting Company

FCC ISSUES TEMPORARY EXTENSION OF LICENSES

WRDW Augusta, Ga., has been granted further extension of authority by FCC to operate for two months subject to condition that station make required adjustment to its directional array within 30 days. Wartime-installed facilities had been found out of order and are being replaced. WRDW license renewal request is pending.

Licenses for the following stations also were extended on temporary basis until March 1, 1948, pending determination on their renewal applications, for reasons shown:

KGER Long Beach, Calif. (pending receipt of information requested under Sec. 308(B)); KILO Grand Forks, N. D. (pending consideration and action on application for assignment of license); KNEW Spokane, Wash. (pending consideration and action on application for transfer of control); KPMO Pomona, Calif. (pending consideration of information received under Sec. 308(b) and action on application for assignment of license); WALB Albany, Ga. (pending consideration and action on application for transfer of control); and WHBC Canton, Ohio (pending further study of information received under Sec. 308(b).)

Comics on WMAQ

THE *Herald-American*, Chicago, which last April received a protest from the NAB for attempting to offer a transcribed series of comic strips from *Puck*, the comic weekly, has now signed with WMAQ Chicago for Sundays, 8:30-9 a.m. CST. The 13-week series will be paid for at the card rate, a WMAQ spokesman said. The NAB protest [BROADCASTING, April 14] came as a result of offers made by the Hearst newspaper to radio stations to carry the series as a sustaining feature.

GE's FM Radio Workshop Is Attended by 10,607

GENERAL ELECTRIC'S traveling FM radio workshop has been attended by 10,607 people, according to R. D. Payne, who was in charge of the tour. The workshop has just concluded a trip of over 10,000 miles, lasting almost three months. There were 830 who saw and heard the demonstration in Minneapolis, 725 in New York City, 690 in Cleveland, 600 in San Francisco, and 570 in Boston, in addition to those who visited it in many other places.

The workshop consisted of alignment procedures in regard to FM receivers, various FM circuits, and blackboard instruction. It was of special interest to radio servicemen and distributors. It is expected that similar non-commercial tours like the FM workshop will be projected by GE in the future

WARREN, PA., GETS FM CONDITIONAL GRANT

ONE NEW FM conditional grant and eight FM construction permits were issued by FCC last Tuesday, while eight permittees received new construction permits "in lieu of previous conditions."

The conditional grant, subject to further review and approval of engineering details, went to WNAE Warren, Pa. for a Class A station with tentative assingment of Channel 221 (92.1 mc). The station is licensed to Northern Allegheny Broadcasting Co.

Agricultural & Mechanical College of Texas, licensee of WTAW College Station, received a conditional grant for a Class A station to replace its existing Class B authorization. The new proposed assignment is Channel 252 (98.3 mc).

Construction permits were issued to the following (power is effective radiated power; antenna height is height above average terrain):

Batavia Bcstg. Corp., Batavia, N. Y. —Class A; 94.3 mc (No. 232); 310 w; 370 ft.

Wolverine State Bcstg. Service, Detroit, Mich. (WDFM)—Class B; 105.9 mc (No. 290); 20 kw; 405 ft.

Mercury Bcstg. Co., San Antonio, Tex. (KSTE)—Class B; 94.7 mc (No. 234); 47 kw; 380 ft.

E. Ogden Driggs, Berkeley, Calif.—Class A; 99.3 mc (No. 257); 140 w; 620 ft.

Campbell & Steftall, Clarksville, Tenn. (WJZM-FM)—Class B; 101.9 mc (No. 270); 15 kw; 325 ft.

Fayette Bcstg. Co., Lexington, Ky. (WKLX-FM)—Class B; 92.9 mc (No. 225); 20 kw; 500 ft.

Bernardino Valley Bcstrs., Colton, Calif.—Class A; 94.3 mc (No. 232); 325 w; 390 ft.

Raoul A. Cortez, San Antonio, Tex. (KCOR-FM)—Class B; 96.3 mc (No. 242); 58 kw; 350 ft.

The following were authorized construction permits in lieu of previous conditions:

Liberty Bcstg. Corp., Atlanta, Ga. (WAGA-FM)—Class B; 103.3 mc (No. 277); 50 kw; 500 ft.

Gazette Co., Cedar Rapids, Iowa (KCRK)—Class B; 96.9 mc (No. 245); 276 kw; 310 ft.

Westinghouse Radio Stations, Portland, Ore. (KEX-FM)—Class B; 92.3 mc (No. 222); 56 kw; 955 ft.

Potomac Bcstg. Cooperative, Washington, D. C. (WCFM)—Class B; 99.5 mc (No. 258); 20 kw; 485 ft.

Wilson & Cope, Atlanta, Ga. (WFWM) —Class B; 99.9 mc (No. 260); 15 kw; 510 ft.

Clinton Bcstg. Corp., Clinton, Iowa (KROS-FM)—Class B; 96.1 mc (No. 241); 14 kw; 400 ft.

Public Radio Corp., Tulsa, Okla. (KAKC-FM)—Class B; 95.5 mc (No. 238); 9.5 kw; 385 ft.

Goodyear Renews

GOODYEAR TIRE & RUBBER Co., Akron, Ohio, has renewed *Greatest Story Ever Told*, award-winning religious drama on ABC Sundays, for an additional 52 weeks, effective Jan. 25. Goodyear has sponsored the broadcast on ABC since January 1947. Agency is Kudner Agency Inc., New York.

Ziv Sales

SALES by the Frederic W. Ziv Co., Cincinnati, for 1947 were estimated at $10,000,000, it was announced last week. Ziv owns and distributes 24 programs which are sponsored by 875 local and regional advertisers on about 1,000 stations.

WNEB WELCOMES THE

ESSO NEWS REPORTER

in

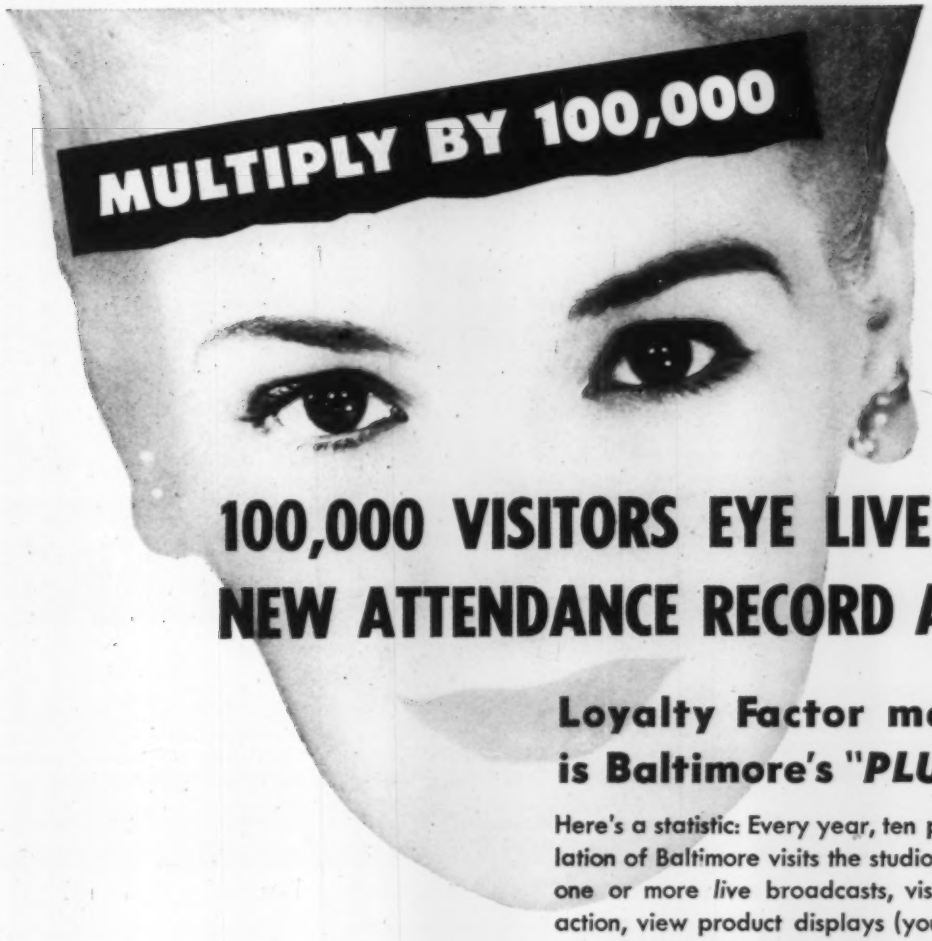
NEW ENGLAND'S 3rd LARGEST CITY

WORCESTER, MASS.

WNEB

Represented By:

ADAM J. YOUNG JR., INC. and KETTELL-CARTER



100,000 VISITORS EYE LIVE SHOWS! NEW ATTENDANCE RECORD AT WFBR!

Loyalty Factor means WFBR is Baltimore's "*PLUS*" Station!

Here's a statistic: Every year, ten per cent of the population of Baltimore visits the studios of WFBR! They see one or more *live* broadcasts, visit modern studios in action, view product displays (yours can be one!) and take home "Let's Listen"—house organ of WFBR. These visitors are a real loyalty factor—WFBR *is* radio to them!

Next time you're looking over your Baltimore radio budget, make a thorough check on

WFBR

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Koop to Join CBS Washington Staff

Sevareid to Drop News Director Duties, Become Correspondent

THEODORE F. KOOP, presently on the executive staff of the National Geographic Society, becomes director of CBS News, Washington, on Jan. 15, 1948, replacing Eric Sevareid, who becomes chief correspondent of CBS News in Washington on that date, Davidson Taylor, CBS vice president and director of public affairs, announced last week.

Mr. Sevareid, who has had writing, broadcasting, and executive responsibilities, found his heavy broadcasting schedule left him too little time for executive duties, so he elected to devote full time to his air work. Mr. Sevareid has a 15 minute news show, 6-6:15 p.m. EST, Mon.-Fri., sponsored by Metropolitan Life Insurance Co.

Mr. Koop.

Mr. Sevareid

Mr. Koop was graduated from the U. of Iowa as a Phi Beta Kappa student in 1928. He held various positions with Associated Press from 1928 to 1941, when he became special assistant to Byron Price, director of the Office of Censorship. He remained with Censorship until January 1946, serving successively as assistant director in charge of the Radio and Press divisions and deputy director, rejoining National Geographic on his departure from the government agency.

Wm. Markward, WCAM, Dies at His N. J. Home

WILLIAM H. MARKWARD, 39, general manager of WCAM Camden, died December 22 at his home in Berlin, N. J., after a heart attack.

Mr. Markward had been in ill health for some time, but was able to pursue limited duties.

In addition to serving as general manager of Camden's municipally-owned station, Mr. Markward continued to be a working newspaperman and as such he was known throughout the South Jersey and Philadelphia areas. He covered Camden for the *Philadelphia Daily News*.

He became station manager of WCAM three years ago after having been with the outlet 15 years.

He is survived by his widow, Rebecca; two sons, Robert, 10, Frank, 3, and a daughter, Patricia, 2.

HAYES SUCCEEDS COY AS WINX EXECUTIVE

JOHN S. HAYES, former station manager of WQXR and WQXQ (FM) New York, last Monday became executive vice president, secretary and a director of the *Washington Post's* WINX and WINX-FM, succeeding Wayne Coy, new FCC chairman.

His appointment coincided with Mr. Coy's assumption of the FCC chairmanship and was announced on what was to have been the effective date of his own appointment as station manager of WINX and WINX-FM under Mr. Coy [BROADCASTING, Dec. 15]. However, in view of the imminency of the selection of Mr. Coy for the FCC post, it had been thought that Mr. Hayes was being groomed to take over the directorship of the *Post* radio properties.

Mr. Hayes, 37, was associated with WIP Philadelphia and WOR New York for several years before entering the Army in 1941. He became affiliated with the then-new American Forces Network two years later and was made AFN chief in early 1944 with rank of lieutenant colonel. For his work with AFN and Troop Broadcasting Services, of which he was assistant director under Gen. Eisenhower for five months, he received the Legion of Merit, Bronze Star, French Croix de Guerre, and Order of the British Empire. He joined WQXR upon completion of his Army service.

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
KANSAS CITY
SAN FRANCISCO
LOS ANGELES

WMOB Mobile, Ala.
WLAY Muscle Shoals
KTHS Hot Springs, Ark.
KFMB San Diego, Calif.
WGBA Columbus, Ga.
KWKH Shreveport, La.
WRBC Jackson, Miss.
WCPO Cincinnati, Ohio
KBYE Oklahoma City, Okla.
WTJS Jackson, Tenn.
WNOX Knoxville, Tenn.
WMC Memphis, Tenn.
KRIC Beaumont, Texas
KWBU Corpus Christi, Texas
KAND Corsicana, Texas
KRLD Dallas, Texas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.
WSAZ Huntington, W. Va.
WPAR Parkersburg, W. Va.

MANAGEMENT

ADNA H. KARNS, manager of WIZE Springfield, Ohio., also has been appointed manager of WING Dayton. He succeeds FLORENCE G. DYKSTRA, who has been WING station manager for past two years. Miss Dykstra is now in charge of national sales for both WING and WIZE. In addition to managing WING and WIZE, Mr. Karns is executive vice president of Transcription Sales Co., New York.

Mr. Karns

HARRY G. BRIGHT, for six years general manager of WGBR Goldsboro, N. C., until he resigned last year because of ill health, is now a patient at U. of Virginia Hospital, Charlottesville.

ED B. CRANEY, president and general manager of the "XL" stations in Montana, Washington and Oregon, and director of Pacific Northwest Broadcasters., was married Dec. 18 to CORINNE REGAN, traffic manager of KXLF Butte.

EARL H. HUTH, general manager of WHBY Appleton, Wis., has been awarded first place in recent advertising and merchandising competition sponsored Nationally by Coca-Cola. He was presented with a wrist watch.

EDWARD C. OBRIST, general manager at WPEN Philadelphia, has been elected vice president of Fourth Estate Square Club, organization composed of newsmen who are members of Masonic Order.

WORLD-FAMOUS Mummer's Parade of Philadelphia, annual New Year's Day spectacle, was scheduled for telecasts by WFIL-TV Philadelphia, WMAR-TV Baltimore and WMAL-TV Washington, with WFIL-TV remote crews making the pickup.

DON MITCHELL, BILL HICKOK, LOCKWOOD DOTY, AND BEN GUNN IS SHO' MAKING A BIG NOISE IN OUR NECK OF DE WOODS
YASSUH! AND ALL DESE ATLANTA BUSINESS MENS IS SHO' BUYIN' DE TIME!

Drawing by A. B. Frost from "UNCLE REMUS: His Songs and His Sayings" by Joel Chandler Harris, which first appeared in THE ATLANTA CONSTITUTION in 1879. Copyright 1908, 1921, by Esther La Rosa Harris. By permission of D. Appleton-Century Company, publisher.

THE ATLANTA CONSTITUTION STATION

5000 WATTS 550 KC

National Representatives **HEADLEY-REED COMPANY**

Dear Time Buyer:

The first Pulse report for Cincinnati has been released. If interested, call collect Ralph E. McKinnie at WCKY's New York office, Eldorado 5-1127, or Charles H. Topmiller, Cincinnati, Cherry 6565.

High ratings and low cost give the Time Buyer the lowest cost per thousand listeners, when he buys WCKY for the great Cincinnati market.

Besides ratings in Cincinnati, WCKY today receives more mail than any other station in the U.S.A.—so our mailpull time buyers say.

INVEST YOUR AD DOLLAR WCKY'S-LY

Here are the latest Hooper ratings September thru November 1947
8 AM to 8 PM Monday thru Friday:

	Sets in Use		WCKY	NETWORK STA A	NETWORK STA B	NETWORK STA C	NETWORK STA D
8.00 AM to 6.00 PM	18.6	Rating	**3.3**	3.3	3.4	5.9	2.5
		Share of Audience	**17.7**	17.5	18.3	31.7	13.5
6.00 PM to 8.00 PM	28.9	Rating	**6.4**	4.4	5.7	8.5	3.8
		Share of Audience	**22.0**	15.1	19.8	29.5	13.0
8.00 AM to 8.00 PM	20.9	Rating	**3.8**	3.5	3.8	6.3	2.7
		Share of Audience	**18.7**	17.0	18.7	31.1	13.4

For this same period, here are the Hooper ratings on WCKY's Daily Hit Parade—just one of WCKY's topnotch block programs:

Time	WCKY	NETWORK STA A	NETWORK STA B	NETWORK STA C	NETWORK STA D
6.15 PM	7.4	4.8	3.8	5.7	2.3
6.30	7.0	5.5	5.0	7.9	3.2
6.45	7.0	4.2	6.6	8.0	2.9

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

TV—It's Infectious!

ALL SIGNS point to 1948 as television's coming out year. The number of operating stations is destined to increase from less than a score to upwards of 50. Receiver sales estimates range from 750,000 to 1,000,000 in the next 12 months. Advertiser and agency interest has been whetted beyond highest hopes of pioneer telecasters.

David Sarnoff, RCA president and chairman of NBC, who foresaw aural broadcasting as a national service a decade before the first station was on the air, predicts that the impact of TV as a major economic and social force in 1948 will make the new year "one of the greatest in the history of radio, as a science, an art and an industry." His chief television lieutenant, Frank E. Mullen, executive vice president of NBC, foresees TV as an eventual six billion dollar industry, employing a quarter-million people—quadrupling aural broadcasting.

Networks are being projected, to spread as coaxial cable and micro-wave relays are provided. Rate structures are being devised. The TV newsreel already has set a giddy pace for the movie reels. Secretary Marshall flies back from the four-power London conference, and is televised the same night with a report to the nation. The newsreels appear four or five days later with a sharply edited abstract of the same thing—no longer spot news.

A few months ago there appeared to be many TV imponderables. Who would foot the bill, or buy the sets? What about music and unions and competition with the movies, sports events, and even aural radio itself?

The fog of uncertainty lifts. The accuracy of the Chinese proverb "A picture is worth a thousand words" is evidencing itself even with present limited 18-station operation. The public wants television once it sees it. The wherewithal will be found. Supply and demand will govern. Radio ingenuity will not be repelled.

Hopeful signs are (1) activity within the motion picture industry on newsreels and withholding of TV rights on practically everything produced; (2) Petrillo's ukase against music on TV until he takes a good look; (3) contention of sports entrepreneurs (and even colleges) that television presents box-office problems.

We say hopeful signs because there would be no agitation were it not stimulated by fear of competition. The movies will be in on television—as station operators. The Petrillo problem will be solved, by Uncle Sam if not through customary negotiations. And the box-office snarl is a revival of the bogey of aural radio in its early years. But baseball leagues, colleges, and sports arenas all found that the play-by-play broadcasts excited public interest and that box-office resultantly increased. Movies have turned to radio to promote attendance. Even this year college football showed a 5% attendance increase—the greatest in the areas where games were telecast.

The day may come when TV will promote its own sports events, and operate its own sports arenas. There's no peculiar talent possessed by the Mike Jacobs' that can't be developed for TV.

Television is destined to catch fire because of public demand. Lower priced sets are on the lines. The public usually gets what it wants. And TV is infectious.

'Hoops,' My Dear

A. C. NIELSEN CO. has reversed its long standing policy against publication of program audiences as measured by Nielsen Audimeters, and now is releasing its own ratings of top programs. The fact that there were now two published ratings instead of one and the further fact that the Nielsen and Hooper ratings were somewhat different seemed very disturbing to the country's radio critics, most of whom rushed into print dolorous pieces of the "what are we to believe now" species. Those radio columnists who claim to be hep to the broadcasters' business affairs predicted a new "battle of the ratings" reminiscent of that of a few years ago when the Cooperative Analysis of Broadcasting stopped its so-called "Crossley" ratings, leaving the field to Hooper.

Actually, there is nothing too upsetting in the differences between the Hooper and Nielsen ratings. What would be alarming would be an exact duplication of the two. They are both measurements of the audiences listening to various radio programs. The similarity stops right there.

Hooperatings are based on information about radio listening collected by Hooper interviewers in 36 cities where the programs of all four nation-wide networks can be readily heard. These interviewers make telephone calls to a random sample of homes asking whoever answers if the radio is on and if so what program is being heard. When, as happened in the first week in November, *Fibber McGee and Molly* ranked first in the Hooper list, with a rating of 26, it meant that of the homes called between 9:30 and 10 p.m. (EST) on Tuesday, 26% said they were listening to *Fibber McGee and Molly*, a higher percentage than the interviewers found listening to any other program during the week.

The Nielsen report for the same week agrees very closely on the rating for *Fibber McGee and Molly*, giving it a 26.2, but Nielsen puts it third in rank, topped by both *Lux Theater*, 29.6, *Amos 'n' Andy*, 26.8. These ratings, however, are not made from coincidental telephone calls but from Audimeter tapes, on which is recorded the dial turnings of sets in a number of homes with telephones and without, on farms and in small towns as well as in large cities, of varying family size and income. The Nielsen records, in short, are based on the set operating behavior of a fixed sample of families set up to represent the entire population.

Hooper measures relative popularity of network programs; Nielsen measures national listening. Nielsen figures can be projected to the national level; Hooper figures are not projectable.

Whether the Hooper or the Nielsen ratings should be accepted as the standard depends largely on what one wants to measure. Both are standards for what they purport to do. Neither is infallible. Gallup and Roper aren't either, in their fields.

More widespread use of Nielsen, we believe, will clear up the seeming confusion. And, with this double check, results should tighten up.

Now that Edwin W. Craig, chairman of the board of WSM Nashville, which is owned by the National Life & Accident Insurance Co., heads the Institute of Life Insurance, it should be easier selling radio to insurance companies. Mr. Craig, who has fought many a radio legislative and business battle, knows both sides from the inside. Radio is proud to have one of its leading lights head America's highly developed insurance profession.

Our Respects To—

WALTER BERNARD HAASE

BACK in 1924 Walter Haase had just gotten out of New Haven's public schools. He began looking around for something to do, found it, and has been at it ever since. His job was building and servicing radios and selling radio parts in the store Franklin M. Doolittle ran in connection with WDRC which he had founded in 1924.

In the latter 20's Mr. Haase moved over into the broadcasting side of the radio business. And he moved steadily up to his present position as station manager of the same WDRC. Today he knows just about every angle of a radio station.

Though not an engineer, he is thoroughly trained in that side of the business, too, through his association with Mr. Doolittle. WDRC President Doolittle has cooperated with Professor Armstrong on several FM experiments. Through the years Mr. Haase has sat in on many a conference between Mr. Doolittle and Chief Engineer T. A. Martino, and has come away knowing more about FM than many an FCC ticket holder.

Walter Haase has been an announcer, too. He has arranged programs, worked in the control room and at the transmitter—in the old days—and has written commercials and promotion spots. He has long been the "idea man" at WDRC, and in his present capacity, spends a great deal of his working and leisure time in thinking up new program and promotion twists for the "brains trust" at the station.

For ten years Mr. Haase was an announcer, and for a long time he got up at 5 a.m. daily to open the station. He was announcer for several years on the *Shopper's Special* program, which is still one of WDRC's top morning features.

WDRC and Walter Haase can claim quite a few firsts by virtue of their long history of broadcasting. Mr. Haase laughingly claims that he was probably the first to broadcast a performance on the radio by Rudy Vallee, since Walter Haase announced at football games in the Yale Bowl when Rudy Vallee was the leader of the Yale Band. He was also the announcer at various remote broadcasts when Rudy Vallee played the saxophone in a New Haven orchestra—in the days when no one would ever let him sing.

Other personalities who went on the air for the first time while Mr. Haase was announcing include Charles Kullman, now of

(Continued on page 48)

TAKE THE GUESS OUT OF BUYING WITH WOV'S *5 Audited Audiences*

WOV CAN TELL YOU THE DIFFERENCE IN PEOPLE, TOO. Not from a crystal ball, but from sound, basic facts...known, proven, tested facts—Specific Market Information on each of 5 Audited Audiences.

Now you can know where listeners live and shop; what they earn, spend and buy; what they like and dislike. All this and other pertinent data on specific listening groups available on WOV'S 5 Audited Audiences.

We want you to have the knowledge of 5 Audited Audiences, each a different group of purchasers; each the result of a penetrating, accurate and continuing listener survey. Ask for the facts that will help you to "TAKE THE GUESS OUT OF BUYING."

WOV's Pantry Survey...new, accurate, informative...shows you where you and your competitors stand in the New York Market.

Ralph N. Weil, General Manager • John E. Pearson Co., National Representative

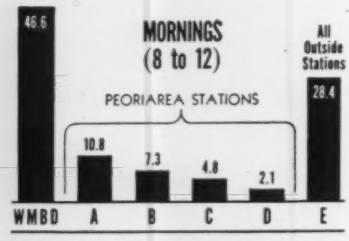
★ WAKE UP NEW YORK *with Bill Williams*
★ 1280 CLUB *with Fred Robbins*
★ BAND PARADE *with Bill Gordon*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *More than the combined population of Baltimore and Washington.*

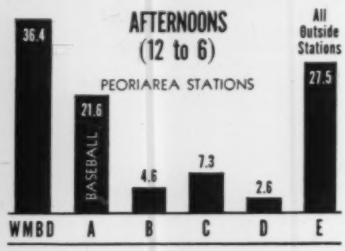
WOV
NEW YORK

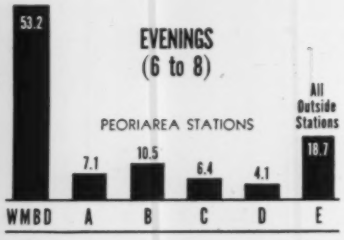
WMBD dominates PEORIAREA

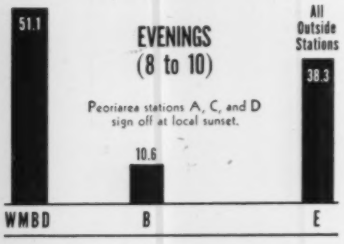
. . . say the latest Hooperatings*

Station Listening Index, showing each station's share of audience for the times shown:









* Period: Summer, 1947

AM WMBD FM
PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

Respects

(Continued from page 46)

the Metropolitan, and Tony Pastor, who used to have a small orchestra in Hartford which broadcast over WDRC.

Walter Haase hired Ted Steele of Novachord fame for one of his first radio jobs at 50c an hour.

An amusing incident occured in a broadcast 20 years ago when the station had a coloratura soprano broadcasting. At that time the transmitter was located right in the studio. Mr. Haase was announcing and was running gain. On an extremely high note, which was held for some time, the transmitter began to smoke, there was a sharp crackling discharge, a great burst of smoke exploded from an overloaded condenser. Of course the program went off the air. Equipment and lights were turned off and everybody went home. It was just another incident that couldn't be helped and couldn't be remedied, so such things were accepted calmly.

In 1930 WDRC moved to Hartford and became basic CBS for Connecticut. Of course, Mr. Haase moved with it. He became program director, and then, during the war, station manager. All the promotion, publicity, program, public service and all operations other than engineering are under Mr. Haase's supervision.

WDRC had one of the first FM stations on the air. Now Mr. Haase's main effort is channeled into television. WDRC has applied for a local channel and the Hartford hearing is scheduled for this month.

Among his extra-station hobbies, the just-turned 40 Walter Haase includes woodworking, photography, and fooling around with home improvements—both on his suburban Wethersfield home and on the summer one in Branford.

Married to the former Marguerite Reichel, Mr. Haase's pride and joy is a seven year old son, Richard.

Mr. Haase's clubs are Hartford Club, Advertising Club of Hartford and the U. S. Power Squadron.

Something to Crow

WHAT WAS supposed to be only a 1½-minute newsreel for Pathe News turned out to be an additional ten-minute short for the movie industry through the efforts of KVOO Tulsa and Sam Schneider, the station's farm director. The event was the Oklahoma Poultry Show held in Oklahoma City last month and Mr. Schneider was publicity chairman. On hand to select a new rooster for the introduction of Pathe newsreels was Norman H. Moray, president of Warner Bros. Distribution Corp. Paying tribute to the station, Mr. Moray, in letter to KVOO Manager William B. Way, complimented station for its work and called Mr. Schneider "the spark plug which has made this thing tick and develop into a major performance."

NEW TYPE CROSLEY TV RECEIVER ANNOUNCED

QUANTITY production of a new type of television receiver featuring a "Swing-a-View" picture tube which can be turned from side to side over a 60-degree angle is under way in the Cincinnati plant of the Crosley Division of Avco Manufacturing Corp., Stanley Glaser, Crosley manager of radio and television, has announced.

The new receiver, which was placed on the Cincinnati market the day before Christmas, is scheduled for early distribution in all areas.

The "Swing-a-View"picture tube mounting enables viewers to swivel the screen so that they may watch the picture directly from any point in a room within a 60-degree arc in front of the receiver, thus eliminating necessity for jockeying of furniture into position or moving of the receiver itself to meet varied conditions, Mr. Glaser explained.

The receiver is an all-purpose instrument with FM, shortwave and automatic phonograph with an album storage compartment, in addition to television. Retail price is $795.00.

COMMERCIAL

Mr. Coveny

CARLETON E. COVENY, with John Blair & Co., station representative since 1937, has been appointed vice president of that firm. In radio for 20 years, Mr. Coveny since joining the Blair organization has been manager of the Los Angeles office which he established for the firm. Prior to joining Blair he was associated in sales management capacities with KQW and KJBS San Francisco.

BOB LAWRENCE, announcer at KTFS Texarkana, Tex., has been transferred to station's local sales department.

KETTELL-CARTER, Boston, has been appointed regional representative for WSKI Montpelier-Barre, Vt. Appointment was effective Jan. 1.

ROBERT L. FIDLAR, commercial manager of WIOD Miami, Fla., has been elected second vice president of Exchange Club of Miami.

DONALD COOKE Inc., New York and Chicago, and **GENE GRANT & Co.,** Los Angeles and San Francisco, have been appointed exclusive national representatives for KBKI Alice, Tex.

JOHN J. KAROL, CBS network sales manager, is scheduled to address New England meeting of Public Utilities Advertising Assn. in Boston on Feb. 4.

JAMES TURGEON has joined radio recording sales of NBC Central Division.

TRACY MOORE & Assoc., Los Angeles, has been appointed Pacific Coast representative for KSYC Yreka, Calif.

KEITH PACKER, sales manager of CFCH North Bay, Ont., was reelected to Ferris Township council for 1948, and **GORDON BURNETT,** CFCH salesman, was elected to North Bay city council for 1948, in annual municipal elections.

WILLIAM G. RAMBEAU Co. has been appointed national representative for WMCP (FM) Baltimore, new station scheduled to begin operations Feb. 1.

MICROWAVE RELAY *means* SEVEN LEAGUE BOOTS FOR TELEVISION

TELEGRAM

SRYR10 PD=SYRACUSE NY NOV 10
DR WRG BAKER VICE PRES GENERAL ELECTRIC COMPANY=
ELECTRONICS PARK SYRACUSE NY=

NOTRE DAME ARMY TELECAST USING GENERAL ELECTRIC MICROWAVE RELAY EQUIPMENT COMPLETE SUCCESS THANKS TO YOU AND YOUR GANG FOR EXCELLENT COOPERATION REGARDS=
BILL EDDY DIRECTOR OF TELEVISION WBKB CHICAGO.

On November 8th—all Chicago sat on the 50-yard line at South Bend! Two micro-wave relay towers, the first at New Carlisle and the second at Michigan City, Indiana, picked up the Army-Notre Dame game from cameras in the stadium, and relayed it electronically across Lake Michigan to television station WBKB. The station then broadcast the line bucks and end runs to football fans in Chicago and the suburbs beyond.

General Electric designed and built the electronic equipment for this micro-wave relay. It is the most economical intercity television connection yet developed.

A similar relay—also by G. E.—is in operation between New York City and the upstate Troy—Albany—Schenectady area. Here, in 3 split-second jumps, television programs are sent over mountains, valleys, rivers and towns to an audience 150 miles from New York.

Are you in step with the great new medium of television? Insure a successful start in the industry. General Electric has everything you need to go on the air—whether you plan to rebroadcast network programs or originate your own. *Pioneer in television,* G. E. for years has operated a full-scale television station—WRGB, Schenectady—where every equipment has been tested and proved in actual station performance before it is offered to you.

G-E EQUIPPED South Bend—Chicago TELEVISION RELAY
Owned and operated by WBKB, Chicago

Start right in Television
PLAN, *then* BUILD
—with General Electric

A G-E representative is ready to help you. Call him or write: *General Electric Company, Transmitter Division, Electronics Park, Syracuse, N. Y.*

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

1948
will be a

Happy New Year

for Washington Television Set Owners

BEGINNING JANUARY 1st
THE EVENING STAR TELEVISION STATION

WMAL-TV

Washington's most powerful television station

CHANNEL 7
becomes Washington's FIRST and ONLY

7

DAY-A-WEEK STATION
telecasting
TOP TELEVISION ATTRACTIONS
EVERY NIGHT in 1948

T.V WMAL AM FM

EVENING STAR STATIONS
WASHINGTON 5, D. C.

EXPERTS PREDICT BIG YEAR IN ADVERTISING

CURRENT ANALYSIS of advertising prospects by Standard & Poor, New York, indicates further advertising budget boosts for 1948. Mounting competition for the consumer's dollar is the stated reason for the continued bright outlook for advertising in all media.

The New York financial analysis organization states in its Dec. 24, 1947 issue of *Industry Surveys*, that advertising budgets for the year 1947, when fully computed, will surpass the 1946 figure of $3,116,600,000, by a substantial margin. A business recession would have little effect on advertising budgets at the outset, according to the report, because advertisers would try to maintain their advertising appropriations to hold sales levels high.

Radio's profit margin is expected to continue narrow, according to the analysis, largely because of increased costs of talent, operating expenses and general labor costs. Only a small decline in advertising budgets alloted to the radio medium is likely. Revenues from time sales are expected to hold at present levels in the near future.

The report also concludes that many publishers, pressed by higher materials and labor costs, will be able to maintain profit margins through increased advertising rates, and by jumping the sale price of magazines.

WBUZ(FM) on Air

WBUZ(FM) Bradbury Heights, Md. went on the air Jan. 1, on 96.7 mc, channel 244, with 1 kw. Licensed to Chesapeake Broadcasting Co., the station is the first Gates-equipped outlet in the Washington area. WBUZ is on the air from 7 a.m. to midnight.

AGENCIES

CHARLES P. TYLER, former executive on Ford and Lincoln-Mercury accounts and acting manager of Detroit office of J. Walter Thompson Co., has joined Blow Co., New York, as senior account executive on Philip Morris account. Lloyd Delaney, formerly with Kudner Agency, New York, has been named junior account executive on Philip Morris account.

P. J. McAWARD, account executive with Kelly, Nason Inc., New York, has been named a vice president of that agency. He has been with the firm for four years.

THADDEUS (Ted) KELLY, timebuyer for BBDO New York, effective Jan. 12, joins Cecil & Presbrey, New York, in same capacity. Mr. Kelly's position at BBDO will be filled from within that organization.

SI HESSE, vice president and partner, Peck Adv., New York, with agency since 1945, resigned effective Dec. 31. Mr. Hess formerly was vice president and director of advertising and merchandising for Schenley Distillers Corp., New York.

GRETCHEN SHARP, formerly with Swaney, Drake & Bement, Chicago has joined LeVally Inc., Chicago as media director, succeeding **PAULINE WATROS**, resigned.

PAUL RADIN, vice president of Buchanan & Co., New York, left for Hollywood last Dec. 23, where he will be in charge of the agency's West Coast motion picture activities, under supervision of **FRED JORDAN**, executive vice president of the agency.

RALPH H. WHITMORE, for past two years account executive of The Tullis Co., Hollywood, has resigned to join Allied Adv. Agencies, Los Angeles, in similar capacity.

RALPH WHITE and DON HOUSE, account executives with Russell T. Gray Inc., Chicago, have been elected vice presidents of that agency. Mr. White joined RTG in 1944 and Mr. House in 1936.

JEWELL Adv., Oakland, has moved to larger quarters in Pierce Bldg.

EDWARD L. KOENIG, former account executive of Honig-Cooper Co., Los Angeles, and **PAT O'ROURKE**, former publicity director of KLZ Denver, have joined West-Marquis Inc., Los Angeles, as account executive and as merchandising and publicity assistant, respectively.

LLOYD B. MYERS, former head of Kudner Agency, San Francisco, has been appointed vice president in charge of new branch of Hoist & Cummings Ltd. at 215 Market St., that city.

JOHN LOVELL, former public information officer in Marine Corps, has joined Lee Ruttle Assoc., San Francisco.

KENNETH A. WESTERVELT, who has been with Geyer, Newell & Ganger since April 1946, has been named account executive at agency's Detroit office. He will serve on Kelvinator account.

ALAN NIXON, former assistant to **JIMMY FIDLER**, Hollywood columnist-commentator, and **CHARLES GENTRY**, former drama editor of Detroit News, have joined writing staff of Robert McIlwain Assoc., Hollywood.

VELMA CLYDE, Portland advertising and publicity firm, has moved to offices in New Fliedner Bldg.

KATHERINE B. GORDON, former advertising manager of Duff & Repp Furniture Co., Kansas City, has joined copy staff of Mac Wilkins, Cole & Weber, Portland, Ore.

Former La Guardia Radio Manager Invited on Tour

THE ONE WORLD Award Committee has decided to send a commission of four persons to the 20 countries the late Fiorello La Guardia was invited to tour as winner of the One World Award.

Those invited by the committee to take the trip, were Morris Novik, radio consultant, who was closely associated with the late New York mayor as his radio manager, Mrs. La Guardia, Miss Emily Green Balch, Nobel prize winner of 1946, and Iris Gabriel, founder of the Silent Guest Committee.

Some representatives of the commission named are to start on the trip late in January. Mr. Novik was originally scheduled to take the tour with Mr. La Guardia.

Sarnoff at REC Lunch

BRIG. GEN. DAVID SARNOFF, president of RCA, and board chairman of NBC and RCA, will be among those at the head table when David Lilienthal, chairman of the Atomic Energy Commission, addresses the Radio Executives Club of New York Jan. 8 at the Hotel Roosevelt. Others at the table, according to William Hedges, REC president and NBC vice president, will be Frank Stanton, CBS president; Edward J. Noble, ABC board chairman; Niles Trammell, NBC president; Brig. Gen. Julius Ochs Adler, *New York Times* vice president and general manager; Monsignor James H. Griffith, representing Cardinal Spellman; Roy Howard, Scripps-Howard Newspapers president; Seymour Berkson, INS general manager; Edward R. Murrow, CBS commentator. Mr. Murrow will introduce Mr. Lilienthal, whose speech will be heard on WNBC New York 1:30-2 p.m.

UNDER SPONSORSHIP of Shotwell Manufacturing Co., Chicago candy firm, the full MBS network will carry *True or False* beginning Feb. 7 on behalf of Hi Mac and Big Yank candy bars. Byron S. Cain (seated), company president, is shown completing arrangements with MBS executives. L to r, standing: C. Wendel Muench, president of Chicago agency bearing his name; DeWitt Mower, Mutual's Midwestern sales manager; Ben Lochridge, network account executive; A. N. (Ade) Hult, MBS vice president in charge of Midwest operations. Contract marks first use of network radio by Shotwell.

In the WVJS case....

SEEING IS NOT BELIEVING!

- because from the appearance of the Board of Directors in the above picture, you might think we're a bunch of

"FUDDY DUDDYS" *at* WVJS OWENSBORO, KENTUCKY

But HEARING IS BELIEVING!

WHEN YOU HEAR THESE FINE VOICES...

LEE MEREDITH, CECIL H. DODD — NEWS
JACK McLEAN, LeROY WOODWARD — SPORTS
TONY CUMMINGS, PETE DOOLEY — PLATTERS
JOHN T. RUTLEDGE — SPECIAL EVENTS
BETH LEE — WOMEN'S PROGRAMS

and the other grand folk who go to make up this truly GREAT STATION!

You'll know it's MODERN *in every respect*

TUNE to 1420

SERVING THE ♥ of the RICH OHIO VALLEY...

1,000 WATTS A.M.
45,000 WATTS F.M.

FULL TIME

REPRESENTED BY RAMBEAU

Want More Coverage?

You get it with WMC.

Located in the hub of a TWO BILLION DOLLAR MARKET, the leading station in Memphis and the Mid-South has coverage in 137 counties.

FIRST IN MEMPHIS *year after year* ACCORDING TO HOOPER

NBC AFFILIATE

WMC "the station *most* people listen to *most*"

MEMPHIS • 790 KC • 5000 WATTS DAY & NIGHT

WMC-FM

the first FM broadcasting station in Memphis and the Mid-South

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

National Representatives: THE BRANHAM CO.

NEW VIDEO MAGNIFIER IS DEVELOPED BY RCA

RCA TUBE Dept. is now marketing a new television picture magnifier that enlarges the images received on seven or ten-inch television picture tubes to the approximate equivalent in size and brilliance of those produced by a 15-inch picture tube. The tube is a very recent RCA development.

The magnifier is a transparent Plexiglas lens filled with a clear oil that has the same optical properties as the plastic, thus transforming it into a true optical lens. The unit is placed in front of the viewing screen of the receiver, producing a picture nearly three times the area of one directly viewed on a seven-inch tube.

It weighs approximately 24 pounds when filled. List price is $59.50, and deliveries are now being made to RCA tube distributors.

Swanson Is Relinquishing WMAR Active Direction

WITH ASSUMPTION of the directorship of the radio division of the Baltimore *Sunpapers* by former FCC Commissioner E. K. Jett on Jan. 15, Neil H. Swanson, vice president and executive editor, will relinquish his active direction of WMAR, the television outlet, but will continue to be responsible for program policy and for coordination of radio television operations with those of the newspapers.

Mr. Jett, who becomes vice president of the A. S. Abell Co. and director of the radio division of the newspapers, will have under his immediate charge not only WMAR but new AM and FM outlets now under construction [BROADCASTING, Dec. 29].

TECHNICAL

SIDNEY V. STADIG, with engineering staff of WBZ Boston, since 1940, has been appointed technical supervisor of WBZ-TV, new video station expected to begin operations in March. Mr. Stadig acquired special television instruction with WNBT New York, and also trained at RCA's television laboratories in Camden, N. J.

WILLIAM J. LUDES and **CLEMENT E. NACE,** formerly with WPEN Philadelphia, have joined engineering staff of WCAU Philadelphia. Mr. Ludes will specialize on new facsimile operation, while Mr. Nace will work at WCAU-FM transmitter.

JOHN SPENCER AULD, former radio technician for RCA Communications in New York, has joined engineering staff of WHLI and WHNY (FM) Hempstead, Long Island.

NBC CENTRAL DIVISION has made available to its employes a lending library of technical books on all phases of radio and telecasting. Limited number of volumes for lending will be augmented monthly by purchases of new books. Use of library is free to network's Chicago employes.

CARLTON DAHLEN has joined engineering staff of WHBY Appleton, Wis.

H. H. LANCE, transmitter engineer at WIBC Indianapolis, has returned from deer hunt in upper-Michigan, and reports very successful results—his party netted four deer.

Less Blab, Please

THE RADIO broadcast of a basketball game is more important than a longwinded city council meeting, at least to Alderman Albert F. Conner of Peoria, Ill. who sponsored a resolution asking the aldermen to speed up their meeting so that those who were interested could listen to the Bradley-Harvard game over WMBD Peoria. The resolution, in part, asked that "every means be used to shorten the council meeting . . . by eliminating all blab, gibberish, etc." It further directed the clerk to have the office radio all set so that none of the game would be missed by the aldermen.

WMAL-TV OPERATING SEVEN-DAY SCHEDULE

ON NEW YEAR'S Day WMAL-TV became the first Washington television station to be on the air with a seven-day schedule. The station is now presenting 25¼ hours of telecasts weekly, plus test patterns, according to Burke Crotty, WMAL television director.

In addition to several local programs, WMAL-TV is also picking up video shows from CBS New York and WFIL-TV Philadelphia. Among programs scheduled are sports events from Madison Square Garden, several feature and Western movies, a magic show, a mentalist act, children's programs, local boxing and wrestling events, a chalk talk, sports commentaries, and a serial drama, "Law of the Wild."

On weekdays the programming starts at 7 p.m.; Saturdays 7:45 p.m.; Sundays 2:30-4 p.m. and 7:45 on.

WMAL-TV is licensed to Evening Star Broadcasting Co. It broadcasts on channel 7, with a power of 2.6 kw aural, 5 kw antenna gain, 25 kw ERP. The station began broadcasting Oct. 3.

ALLIED ARTS

ALVIN E. UNGER, who has been with Frederic W. Ziv Co. since 1938, has been named vice president in charge of sales for the firm. He will make his headquarters in Cincinnati, home office of the transcribed radio programs company.

H. WARD ZIMMER, former vice president in charge of radio tube division of Sylvania Electric Products Inc., has been appointed vice president in charge of all manufacturing for that firm and its divisions. Mr. Zimmer joined executive staff of the company in 1919 as purchasing agent, and served as general manager of radio tube division during recent war.

Mr. Zimmer

ANDREW W. JOHNSTON has been appointed vice president of Brunswick Radio Corp., wholly-owned manufacturing subsidiary of Decca Records Inc. Mr. Johnston formerly was general production manager for Decca, and has been with the firm since 1934.

HENRY V. ERBEN, assistant general manager of Apparatus Dept., General Electric Co., has been elected a vice president, and general manager of that department. He succeeds **ROY C. MUIR,** who has retired after more than 42 years service. **JOHN D. LOCKTON,** assistant treasurer of GE, has been elected treasurer, succeeding **JESSE W. LEWIS,** who retires after 37 years' service.

INDUSTRIAL TELEVISION Inc., Nutley, N. J., has announced signing of long-term lease for two-story building at 359 Lexington Ave., Clifton, N. J., where firm's facilities for manufacture of large-screen, direct-view "Teleceivers" has been moved.

RONALD DAWSON Assoc., New York, has contracted with **BOB DIXON,** m.c. of CBS "Cinderella Inc.," to produce and market 15-minute quiz show, "Who's Speaking?"

CHET L. SWITAL AFFILIATES, Los Angeles, has announced formation of a public relations office, in addition to other services of the firm.

ENTERTAINMENT ENTERPRISES Inc., radio producer and artists representative, has announced the occupancy of new offices at 38 Central Park South, New York. **GEORGE G. HERZ** and **DENES AGAY** head the company.

SAUL KRIEG, director of Saul Krieg Assocs., New York public relations firm, is the father of a boy, Andrew, born Dec. 19.

WIRE RECORD Corp. of America, maker of "Wireway" combination electronic recorder and phonograph, has appointed Dorland Inc., New York, as advertising agency.

SHEP CHARTOC, partner in Chartoc-Coleman Productions, Chicago and New York packaging firm, is the father of a girl, Leslie Ann.

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

The Sun never sets on Presto Recording Equipment

▶ There is hardly a spot on the globe that isn't within hearing distance of transcriptions recorded and reproduced on Presto equipment and discs. Presto's leadership as manufacturers of fine products for stations and studios is the logical result of dependability, progressive engineering, and world-wide distribution.

▶ The record of Presto firsts in the recording field is long and imposing. Presto creative engineering plus precision manufacture have kept Presto in the forefront for more than a decade. This is evidenced by the high regard in which Presto equipment is held, not only in this country, but everywhere in the world. It all adds up to this supportable statement: Engineers prefer Presto for performance.

PRESTO
RECORDING CORPORATION
242 WEST 55TH STREET, NEW YORK 19, N. Y.
Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT & DISCS

IN EASTERN
NORTH CAROLINA
YOUR SALES
ALPHABET STARTS
WITH **ABC . . .**
AND PAYS OFF WITH

WRRF-WRRZ
5000 WATTS, 930 KC WASHINGTON, N. C.
1000 WATTS, 880 KC CLINTON, N. C.

To sell the 922,353 folks living in the rich 31-county area of Eastern North Carolina's fertile agricultural belt, you have to reach them with regional Tar Heel stations.

These counties are the primary daytime listening area of WRRF, Washington, N. C., and WRRZ, Clinton, N. C There are 135,510 radio families in this "as good as gold" market and their favorite stations are WRRF and WRRZ. In addition to the listeners in the primary area, there is a large "bonus" audience in the secondary area.

WRRF, known as "Goldy" and WRRZ, nicknamed "Speedy", sell this prosperous market where last year's bright leaf tobacco crop alone sold for $245,459,006. They sell it with outstanding local radio features, ABC programming and thorough merchandising to back up your sales program in this wealthy region.

For speedy results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ. For further details write the Tar Heel Broadcasting System, or see your Forjoe & Co. representative.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

RADIO WANT ADS
WHHM Show Is Successful Advertising Medium

OPENING THE WAY for individuals as well as businesses to use radio as a means of advertising, WHHM Memphis has introduced *Want Ads on the Air* as a special department. Shelby T. Springer, with 18 years experience handling classified advertising for local newspapers, was hired to manage the program.

Rates for individual radio want ads are five cents a word, with a minimum of a dollar for an ad. There is a 50-word limit on each ad. The program is aired morning noon and night for fifteen minutes, with alternating voices reading the want ads. Similar advertisements are kept as far apart on the program as possible.

In newspaper fashion, ads are accepted by phone, mail or in person. Each ad is broadcast once—and the important information is stressed for the listener by repeating the box number, telephone or address of the person placing the ad.

Mr. Springer handling a want ad call.

The station reports that the lost and found department is one of the most popular — people being what they are. The quickest response to an advertisement was that received by a dog breeder, who, ten minutes before broadcast, had two trained bird dogs stolen. During the broadcast, immediately after his want ad had been read, he was notified by telephone of the whereabouts of his dogs.

Want Ads of the Air is publicized by direct mail, through newspapers, billboards, and WHHM broadcasts, and gains repeat business from successful advertisers. Ads for the WHHM program are also solicited by the station's regular sales staff.

Mr. Springer reports that the want ad idea is a good way to "break the ice" with advertisers who have never used radio. Many smaller businesses in the Memphis area started with want ad advertising and graduated to excellent spot and program advertisers.

PRODUCTION

JACK HILL, former producer for NBC in Chicago and New York for five years, has been appointed production manager for WWJ Detroit. Prior to joining NBC, Mr. Hill had been with WWJ production staff from 1933 to 1942.

HOWARD R. MALCOLM, formerly with H-M Radio Productions, Cincinnati, has been appointed program director of WLEX Lexington and the Bluegrass State Network. Mr. Malcolm formerly was program manager for WTOD Toledo, disc m.c. with WSAI Cincinnati, and was with announcing staff of CBS Chicago for two years.

Mr. Malcolm

NORMAN MESSER, formerly with WHOB Gardner, Mass., has joined announcing staff of WKXL Concord, N. H.

PAT FAY and **ROBERT BLUM** have been appointed joint coordinators in charge of control and production of WABD New York, DuMont television outlet. Mr. Fay joined the staff last June as announcer, then became assistant coordinator. Mr. Blum, who joined WABD in 1946 as a page, also served as staff continuity writer, announcer, assistant producer and assistant coordinator before his recent appointment.

JERRY ARTHUR, program director of WLAD Danbury, Conn., is hospitalized in New York City from injury received from fall during that city's recent snow storm.

BILL ROSS, formerly with WBAY Coral Gables, Fla., has joined announcing staff of WIOD Miami.

BOB WHYTE, new to radio, has joined announcing and copy departments of KTFS Texarkana, Tex.

MIRIAM DIEBOLD, member of WCAU Philadelphia program department for six years, is resigning to marry John McGillin on Jan. 10.

PHYLLIS SUDLOW has joined WCAU Philadelphia, replacing **NANCY DAMON**, resigned, as assistant to **HELEN BUCK** in transcription department.

NORMAN LUCAS has been appointed program director at CBC studios, Winnipeg, being transferred from production department, Toronto.

AL JASPAN, announcer at WTTM Trenton, N. J., and Jacqueline Ronkin have announced their engagement.

VICTOR MOORE, movie actor, will join cast of "Jimmy Durante Show" for forthcoming cross-country tour on behalf of 1948 March of Dimes campaign, effective Jan. 14 on NBC. Show is sponsored by Rexall Drug Co. through N. W. Ayer & Son, New York.

BOB HOPE was awarded Good Neighbor Award for International Affairs by Gov. Clarence W. Meadows of W. Va., during the comedian's NBC broadcast last Tuesday at Pasedena Junior College, Calif.

BILL HARMON, former announcer with WFRS Grand Rapids, has joined announcing staff of WCFL Chicago.

BEN GRAUER, NBC announcer, is the subject of a biographical sketch, "Radio's Handiest Man," written by Clarence Woodbury, which will appear in January issue of American Magazine.

JOHN LAKE has replaced **BURRITT WHEELER** as Hollywood announcer on NBC "Amos 'n' Andy" show.

TOM SWAFFORD, former production manager of KGW Portland, Ore., has joined KALE Portland, as program director. Prior to joining KGW where he served as production manager for three years, Mr. Swafford was assistant producer for NBC, and had been production manager of KGB San Diego.

Mr. Swafford

WELCOME STANTON, announcer at WCPS Tarboro, N. C., is the father of a boy.

REED HADLEY has replaced **JERRY MOHR** on Mutual Don Lee Broadcasting System's "Two Sleepy People."

JACK PEACH, producer of International Service of CBC, Montreal, has been appointed United Kingdom supervisor of CBC International Service. **C. R. DELAFIELD**, supervisor of international exchange programs of CBC, Toronto, has been appointed assistant general supervisor of CBC International Service at Montreal.

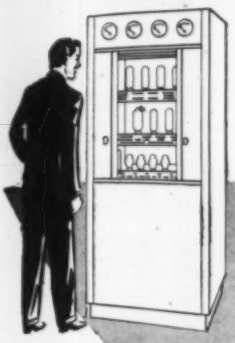
RA-1107 Replacement

THE ELECTRICAL Research Products Division of the Western Electric Co., New York, has announced a new system for the measurement of distortion caused by inter-modulation. Although designed to determine optimum processing conditions in variable density sound-on-film recording, the system is expected by Western Electric to prove valuable in many fields where audio frequencies are used. It replaces the earlier RA-1107 system.

Find the advertiser who got SERVICE, not boondoggling! He's the Joe who was smart enough to sign up with Rochester's new live-wire, up-and-at-'em station—WVET

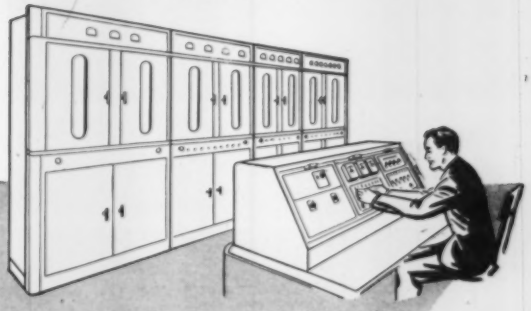
WVET
BASIC MUTUAL STATION
ROCHESTER, NEW YORK
5000 WATTS 1280 K. C.
NATIONALLY REPRESENTED BY WEED AND CO.

250 WATT

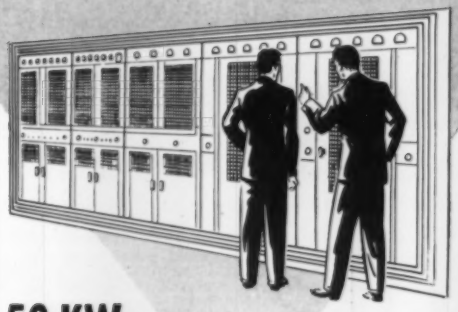


1 KW

5 KW



Want one of these famous AM transmitters?



50 KW

You can get it... *pronto!*...from stock

We're all caught up on back orders for these popular AM transmitters. So you can order yours today with assurance that *you'll get it as soon as you want it!*

The 1 KW, 5 KW and 50 KW all have the famous Doherty *High Efficiency* Amplifier Circuit that has saved untold thousands of operating dollars for broadcasters.

For details about the quality, dependability and economy that have made these Western Electric AM transmitters so popular in so many stations—and for information on the complete line of audio facilities and accessory antenna equipment—call your Graybar Broadcast Representative. Or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric

— QUALITY COUNTS —

Distributed by GRAYBAR — OFFICES IN 93 PRINCIPAL CITIES

DISTRIBUTORS: IN THE U. S. A. — Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

News

STEVE FISHER, former production manager and news director of WWNR Beckley, W. Va., has joined WPDQ Jacksonville, Fla., as news director.

BOB PROVENCE, news and special events director at WKNA Charleston, W. Va., has been appointed public relations director of Elk Refining Co., Charleston. He will continue his duties with WKNA in addition to his new post.

ALBERT J. ZACK, news editor of WSPR Springfield, Mass., has received letter of commendation from Maj. Gen. William H. Tunner, USAF, commanding officer of Atlantic Div. of Air Transport Command, Westover Field. Mr. Zack was cited for his coverage of the C-54 plane crash near Goose Bay, Labrador, Dec. 9.

RED BARBER, CBS sports director, will fly to Frankfurt, Germany, Jan. 16 enroute to St. Moritz to cover winter Olympic Games Jan. 31-Feb. 8. Mr. Barber's reports will be heard on regularly scheduled CBS news shows during that period, and will be rebroadcast in Europe by American Forces Network. He is due back in New York Feb. 12.

Commercials Dropped

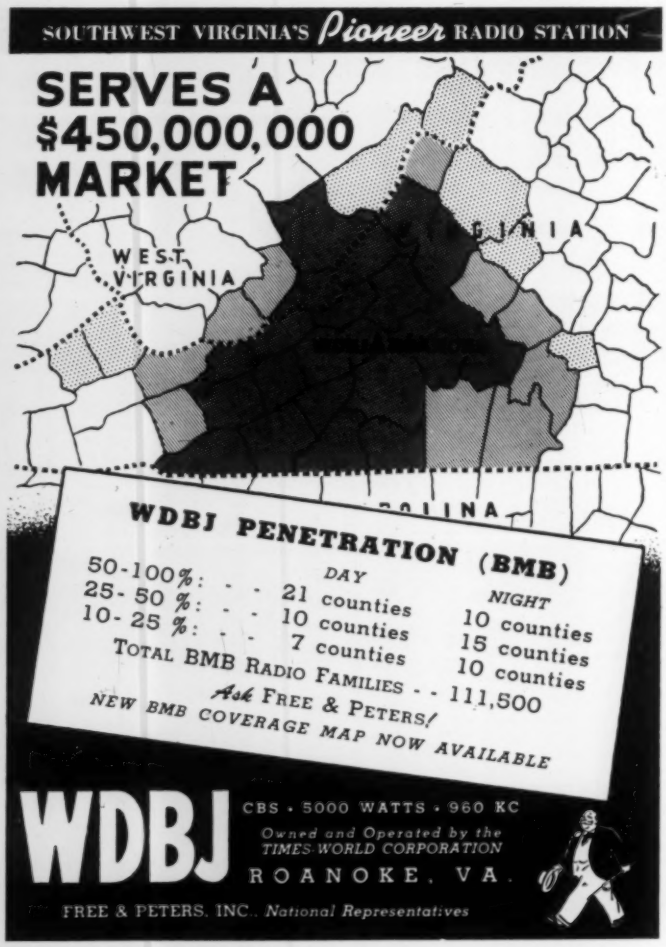
EIGHT ABC programs eliminated their commercials on Christmas Day, the network announced last week. The Noxzema Chemical Co. cancelled its commercials Christmas Eve and presented Lionel Barrymore as Scrooge in Dickens' *A Christmas Carol* instead of its usual program, *Mayor of the Town. Philco Radio Time* also dropped its holiday-eve sales talk. ABC programs which deleted Christmas Day commercials were *Breakfast in Hollywood, Betty Crocker,* Ted Malone, *Welcome Travelers, Nancy Craig, Paul Whiteman Club, Terry and the Pirates,* and the *Willie Piper Show.*

Republican Policy Show Planned for MBS Today

THE REPUBLICAN Congressional leadership will review the record of the 80th Congress and present the Republican viewpoint for 1948 in a half-hour coast-to-coast Mutual broadcast today, (Jan. 5) 10:30-11 p.m. (EST).

The Republican show follows by three days the Democratic presentation planned in the form of a radio rally [BROADCASTING, Dec. 22]. Coming as it does on the eve of the next Congressional session and featuring some of the top party leaders, the program is expected to contain some major policy pronouncements.

The program will originate in Mutual's Washington studios and will feature Sen. Robert A. Taft of Ohio, chairman of the Republican Policy Committee; Sen. Eugene D. Millikin of Colorado, chairman of the Senate Finance Committee; Speaker of the House Joseph W. Martin Jr., and Rep. Charles A. Halleck of Indiana, House Majority Leader. Arrangements for the broadcast are being handled by Edward T. Ingle, radio director, Republican National Committee.


SOUTHWEST VIRGINIA'S Pioneer RADIO STATION
SERVES A $450,000,000 MARKET
WEST VIRGINIA
WDBJ PENETRATION (BMB)
DAY
NIGHT
50-100%: - - 21 counties 10 counties
25- 50%: - - 10 counties 15 counties
10- 25%: - - 7 counties 10 counties
TOTAL BMB RADIO FAMILIES - - 111,500
Ask FREE & PETERS!
NEW BMB COVERAGE MAP NOW AVAILABLE
WDBJ
CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., National Representatives

Text of Report

(*Continued from page 15*)

standard broadcast station grants and applications is the fact that the smaller towns and communities have become increasingly interested in establishing small local outlets. In consequence, a large portion of the new stations are in towns with populations under 5,000.

Daytime Stations Increase

The Commission's rules have always provided for the operation of daytime stations and, from an engineering point of view, a large number of such assignments are still available. Applicants in the past, however, have felt that unlimited time operation was more economic and have accordingly not been particularly interested in daytime stations. But the greatly increased interference problems involved in nighttime operation have resulted in a trend which indicates willingness on the part of applicants to accept daytime facilities when nighttime operation is not feasible. So a large percentage of the new stations have been for day operation only.

Temporary Expediting Procedures

During the 6-month period from July 1946 until December 1946 applications for new stations or major changes in existing facilities were being received at an average of about 140 per month and grants were being made at an average rate of about 50 per month.

In January 1947 the Commission announced the adoption of a temporary expediting procedure for processing an accumulation of complicated applications. It had become almost impossible to make detailed engineering analysis of this group because of the continuous filing of new applications and changes in those pending. It was finally decided that the only method by which these applications could be examined in detail was to provide for the so-called "freeze" period for a 12-week period ending May 1, during which no new applications or new amendments would be given consideration and time would thus be afforded to make up complicated channel studies showing inter-relationship between stations and applicants on the same and adjacent channels. In setting up this procedure the Commission provided a means whereby the engineering consultants of broadcast applicants cooperated on channel studies reflecting the interference problems involved with their applications, after which it was possible for the Commission's engineers to prepare reports and make recommendations. Announcement of this policy resulted in a last-minute flood of applications which complicated the procedure. The rate at which applications were received rose from the December figure of 140 to 200 in January and reached a record high of 362 prior to the "freeze" period. The rate of filing of applications dropped to 60 during March and about 35 in April but was up approximately 60 for May and June. The peak in handling applications was reached in April, the last month of the freeze period, when a total of 130 applications were granted.

An all-time high of 1,227 applications pending was reached during February 1947 but, as a result of the processing procedure, was reduced to about 925 in April.

Hearings

From September 1946 to February 1947 between 35 to 70 applications were designated for hearing per month. Here again the peak during the termporary expediting procedure was reflected in the total of 220 designated for hearing during March and April.

Applications granted as a result of hearings remained at a fairly constant level of about 20 per month from September 1946 to June 1947. The level of applications in hearing remained at about 500 up until March 1947 and on June 30 had risen to about 600.

Clear Channel Study

The clear channel hearing, begun in January 1946, was scheduled to resume in October 1947. The involved technical studies and other engineering work connected with the hearing were completed and it remained to make an analysis of the service and interference problems involved on the basis of the established standards.

Some of the determinations of interferences and service requirements were incorporated as amendments to the Commission's Standards of Good Engineering Practice just before the temporary expediting procedure. Significant changes involve the adoption of new curves for estimating the nighttime propagation characteristics of radio waves in the standard broadcast band. These curves are based on the analysis of data accumulated over the past 10 years. They provide a more accurate way of determining service areas and interference. Other changes include the adoption of less stringent standards with respect to interference from and between stations on adjacent channels.

North American Regional Broadcasting Agreement

The North American Regional Broadcasting Agreement, which expired in March 1946, was superseded by a temporary arrangement among the signatory countries to continue certain revisions of the entire treaty until a new one could be effected. A conference of the signatories will commence work on drafting a new agreement. The Commission plans to incorporate these changes in its own standards as part of its proposal for revision of the treaty. If a decision in the clear channel hearing affects clear channel allocations such changes will have to be provided for in the new treaty.

General Interference Consideration

In granting applications, particularly for nighttime operation, the Commission has inclined to authorize stations where little or no interference is occasioned to already existing stations even though the proposed station is subject to interference well over the recommended values of the allocation standards. The view is taken that as long as an applicant is aware of the restrictions that will be placed on his operation because of interference from existing stations, and can install a station without materially increasing interference to other stations, that service should be permitted if the applicant feels that it is feasible from an economic viewpoint.

Skywave Interference

A large percentage of daytime stations have been authorized to operate on clear channels. Heretofore the matter of daytime skywave interference has been of no particular significance in that there were so few daytime stations and they were generally so far removed from the dominant clear channel stations that no interference was involved. As a result of the large number of daytime stations now in operation, however, interference to the dominant stations during the so-called transition period from nighttime to daytime and from daytime to nighttime has become a problem necessitating consideration.

For the purpose of obtaining data on the subject, the Commission in June 1947 conducted a hearing in the matter of promulgating rules, regulations and standards concerning daytime skywave transmissions of standard broadcast stations (Docket 8333) which may necessitate further amendments and changes in the engineering standards to take care of interference of this nature. A decision with respect to recommended amendments had not been made at the close of the fiscal year.

Economic Study of Standard Broadcasting

The unprecedented increase in the

ON RECEIVING END of congratulatory kiss after he won two tickets for the Rose Bowl game (plus round-trip air tickets) at the annual Christmas party of the Radio Executives Club, New York, is Ralph Foote, advertising manager of the Beechnut Packing Co. The kisser is Reggie Schuebel, radio director of Duane Jones Co. and vice president of REC. At left is William S. Hedges, vice president of NBC and president of the executives' group.

number of standard broadcast stations caused the Commission in March 1947 to initiate an economic study of that field, which was still in progress at the close of the fiscal year. Its purpose is to provide the industry, licensees and applicants with economic information on postwar conditions. To this end, the report proposes to include consideration of changing conditions; the financial experience of all stations since 1939 as well as the financial experience of new stations; the possible "problem areas"; construction costs and operating expenses of new stations; the relation of broadcast advertising to the total volume of advertising; and, finally, industry trends which may affect the competitive position of broadcast and other media.

Standard Broadcast Financial Data

The following table shows comparative calendar 1945-46 financial and employee data for the standard broadcast industry as a whole:

Networks and standard stations	1945—10 networks, 901 stations	1946-8 networks, 1,025 stations	Percent increase or (decrease)
Investment in tangible broadcast property (as of Dec. 31):			
Cost to respondent	$88,101,940	$107,790,819	22.35
Depreciation to date under present owner	$46,506,921	$51,365,253	10.45
Depreciated cost	$41,595,019	$56,425,566	35.65
Revenues from sale of network time	$133,973,536	$134,781,108	.60
Revenues from sale of non-network time	$176,510,510	$199,297,806	12.91
Commissions paid representatives, etc.	$43,923,466	$45,469,650	3.52
Revenues from sale of talent, etc.	$32,777,553	$33,943,507	3.56
Total broadcast revenues	$299,338,133	$322,552,771	7.76
Total broadcast expenses	$215,753,845	$246,086,525	14.06
Broadcast income *	$83,584,288	$76,466,246	(8.52)
Number of employees of networks and standard stations (as of Dec. 31)	37,757	40,026	6.01
Total compensation for the year	$116,267,274	$137,720,367	18.45

*Before Federal income taxes.

[EDITOR'S NOTE: Breakdown of the above 1945-1946 financial comparison was carried in detail in BROADCASTING for Nov. 17, 1947.]

5. Frequency Modulation (FM) Broadcast Service

Growth of FM Broadcasting

The fiscal year witnessed a tremendous spurt of activity in FM broadcasting, further demonstrating the important role this new and superior broadcast service is assuming in the postwar era.

The number of FM stations on the air rose from 55 on July 1, 1946, to 238 a year later. Total authorizations doubled—from 456 to 918, indicating that a thousand FM stations may soon be in operation. Those already authorized or applied for will provide FM program service to more than 500 communities and surrounding rural areas, including every State except Montana.

Although the workload in this field has increased proportionately, the Commission has endeavored to process FM applications as promptly as possible and otherwise assist in getting FM service established throughout the Nation. Under the Commission's conditional grant policy, FM stations can go on the air as quickly as they can get their transmitters up.

FM Applicants

As of March 1, 1947, three-fourths of all FM applications were from standard broadcast interests, and one-third were from newspapers, 23 percent of which were in the standard broadcast field. These groups are in a position to support the new industry until it reaches profitability. Standard broadcasters have an advantage in being permitted, thus far, to transmit their programs over their FM facilities. Since FM channels can accommodate more stations than are available in the AM band—50 to 100 percent more per city—there is little danger of AM interests monopolizing FM, but certain regulations have been adopted to encourage new entries in the FM field.

FM Construction

Production of FM transmitting equipment increased rapidly during the year, but most FM stations on the air have not completed full construction and are employing low-powered equipment on a temporary basis. FM transmitters are generally built so that higher power amplifiers may be added as desired or as equipment becomes available. The Commission has encouraged interim operation with available equipment in order that FM service may be provided in as many areas as possible.

Because of the difficulty in getting equipment and due to other construction delays, several hundred requests for extension of construction time were granted. Many of these were in connection with modifications. Under Commission regulations, permits for all types of broadcast stations call for construction starting within 2 months and completion within 8 months. The Commission sent inquiries to FM permittees on their construction status, and has not granted the full extension of time requested in all cases.

FM Frequencies, Channels, and Stations

FM broadcast is between 88 and 108 megacycles. FM standards adopted in 1945 provided for the assignment of alternate channels with a 400-kilocycle separation of stations in the same area. Separate blocks of frequencies were allocated for community (now class A) and metropolitan-rural (now class B) stations.

In June 1947 changes were made in the assignment of frequencies to provide for a class B station in every fourth instead of every other channel —in other words, for an 800-kilocycle instead of 400-kilocycle separation for stations in the same area. Class A and

(Continued on page 60)

Network Accounts

New Business

INTERSTATE LABORATORIES Inc., Louisville (Oculine eye pads), Jan. 6 starts for 52 weeks quarter-hour participation in "Meet the Missus" on 13 CBS Pacific stations, Tues. 3-3:15 p.m. (PST). Agency: Morgan Adv., Los Angeles.

RU-EX Co., St. Paul (Ru-Ex), Jan. 6 starts for 13 weeks thrice-weekly "Eight O'Clock News With Bob Anderson" on 44 Don Lee Pacific stations, Tues., Thurs., Sat., 8-8:15 a.m. (PST). Agency: Harry B. Cohen Adv., New York.

NORWICH PHARMACAL Co., Toronto (Pepto-Bismol), April 9 starts to Jan. 28, 1949, "The Fat Man" on 10 Dominion network stations, Fri. 8-8:30 p.m. Agency: McKim Adv., Toronto.

Renewal Accounts

AMERICAN OIL Co., Baltimore, Jan. 10 renews for 52 weeks "Professor Quiz" Sat. 10-10:30 p.m. on ABC. Agency: Joseph Katz Co., Baltimore.

LEVER BROS. Ltd., Toronto (Lux Flakes), Jan. 1 renewed to Dec. 31 "Laura Limited" on 26 Trans-Canada network stations, Mon.-Fri. 11:45-12 noon; (Lux soap) Jan. 5 renews to Dec. 27, with 8 weeks summer lay-off, "Lux Radio Theatre" on 26 Trans-Canada network stations, Mon. 9-10 p.m. Agency: J. Walter Thompson Co., Toronto.

LAMONT CORLISS & Co., Toronto (Ponds cosmetic products), Jan. 1 renewed to June 3, Sept. 16-Dec. 30, "John & Judy" on 26 Trans-Canada network stations, Thurs. 8:30-9 p.m. Agency: J. Walter Thompson Co., Toronto.

EMPLOYES of WHO Des Moines have received bonuses from that station, according to announcement by Col. B. J. Palmer, president of Central Broadcasting Co., owner of WHO. Col. Palmer also announced that gold watches and service buttons have been awarded to six staffers who are new members of WHO Ten Year Club.

Waring Recruits

U. S. ARMY and Air Force Recruiting Service effective Jan. 5 will sponsor two mornings weekly, Mondays and Wednesdays, *Fred Waring and His Pennsylvanians*, heard five times weekly, 10-10:30 a.m. on NBC. N. W. Ayer & Son, New York, is agency

Sponsors

HOWARD A. FOX, former vice president of I. J. Fox Inc., New York (furriers), has been named president of the Fifth Ave. Store, succeeding his father who died two weeks ago. Post of chairman of board, which was also held by I. J. Fox prior to his sudden death, will be held by **DAVID LILENTHAL**, president of I. J. Fox Boston Store, who will continue in that capacity.

CHARLES B. GUILD, vice president in charge of sales for Goldtone Razor Blade Co., Newark, N. J., has been elected president of that firm. He will continue to direct company's sales and advertising.

BABY BOUDOIR FURNITURE Co., Des Moines, has appointed Meneough, Martin & Seymour, Des Moines, to handle all advertising. Radio is contemplated.

AMERICAN HOME FOODS Inc., New York (Chef-Boy-Ar-Dee), will launch a one-minute spot campaign in 48 cities for 10 weeks starting Feb. 2. Young & Rubicam, New York, handles the advertising.

JEROME S. HARDY, who has been in advertising and publicity department of Doubleday & Co., New York, for past year, has been appointed advertising manager. He succeeds **RUSSELL HAMILTON**, with the publishers two years, who has joined Franklin Spier Adv., New York.

STANDARD OIL Co., of New Jersey (Esso), on New Years Day sponsored play-by-play description broadcast of annual Dixie Bowl football classic in Birmingham, Ala. Broadcast was placed through Marschalk & Pratt Co., New York, on following Arkansas stations: KXLR Little Rock, KGRH Fayetteville, KELD El Dorado, KFPW Fort Smith, KCLA Pine Bluff, KHOZ Harrison, KWFC Hot Springs, KFTC Texarkana, KDRS Paragould, KXRH Russelville, KUOA Siloam Springs.

BURLINGTON BREWING Co., Burlington, Wis. (Van Merritt beer), is dropping sponsorship of weekly transcribed "Ted Lewis Show" on following stations effective Dec. 31 (end of 13-week contract): WOR New York, WGN Chicago, KNBC San Francisco, KFI Los Angeles, WCAE Pittsburgh, WCAU Philadelphia, WEEI Boston, WTAM Cleveland. Retrenchment is attributed to grain situation. Agency: Goodkind, Joice & Morgan, Chicago.

CLIFF KNOBLE, former account executive with Ruthrauff & Ryan, Chicago, has joined Tucker Corp. as advertising director.

FIVE GENERAL ELECTRIC dealers are among the 13 co-operative sponsors of the new "Hollywood and Vine with Radie Harris" show on CBS. Program is heard Monday-Friday 3:55-4 p.m.

WASHINGTON STATE APPLE COMMISSION, Wenatchee, Wash., will have budget of $109,000 for promotion in first half of 1948; $80,000 will be used for newspaper and radio. Agency: J. Walter Thompson Co., Seattle.

BELLINGHAM GAS Co., Bellingham, Wash., and **WENATCHEE GAS Co.**, Wenatchee, Wash. have appointed West-Marquis Inc., Seattle, to handle advertising. Radio is being contemplated.

THE BORDEN program, with Mark Warnow and his orchestra, switches its broadcast day on CBS from Friday to Wednesday starting Jan. 7, but the time remains the same—9-9:30 p.m.—the network announced last week.

HAPPY NEW YEAR!

THE MUTUAL STATION

SERVING 2 NATIONS

LAREDO'S ONLY RADIO STATION ★ MUTUAL *and* TSN ★ REPRESENTED NATIONALLY BY JOHN E. PEARSON COMPANY

1948 means to us a year of great promise and opportunity. In 1948 we will continue to extend the services of Laredo's ONLY radio station to this rich and thriving, though isolated, area of over 100,000 prosperous people. In 1948 we'll be on the air 18 hours daily with programs of the nation's largest network, Laredo's listening habit!

And, early in 1948 we'll be on the air with KAIR, on 10,000 watts, Laredo's first and only FM station.

Let us help make 1948 a more prosperous year for you!

KPAB

LAREDO BROADCASTING CO.
Howard W. Davis, President
LAREDO, TEXAS

BMI *Run-up Sheet*

Hit Tunes for January

(On Transcriptions)

A GIRL THAT I REMEMBER (BMI)

LANG-WORTH—Four Knights
" Frankie Masters
CAPITOL—Alvino Rey
NBC-THESAURUS—Novatime Trio

AS SWEET AS YOU (Regent)

NBC—THESAURUS—George Wright
LANG-WORTH—Airlane Trio
MacGREGOR—Johnny White Quartet
MacGREGOR—Lenny Herman

FOOL THAT I AM (Hill & Range)

NBC-THESAURUS—Novatime Trio
STANDARD—Rudy Sooter
LANG-WORTH—Airlane Trio

FORGIVING YOU (Mellin)

ASSOCIATED—Vic Damone
CAPITOL—Skitch Henderson
LANG-WORTH—Tommy Tucker

HILLS OF COLORADO (London)

LANG-WORTH—Lenny Herman
ASSOCIATED—George Towne
WORLD—Les Brown
NBC-THESAURUS—Slim Bryant

LET'S BE SWEETHEARTS AGAIN (Campbell-Porgie)

ASSOCIATED—Mindy Carson
LANG-WORTH—Lenny Herman
" Shep Fields
NBC-THESAURUS—Novatime Trio
WORLD—Eddy Howard

MADE FOR EACH OTHER (Peer)

LANG-WORTH—Al Trace
" Lenny Herman
WORLD—Russ Morgan
NBC-THESAURUS—Sweetwood Serenaders

MY RANCHO RIO GRANDE (Harwall-Criterion)

NBC-THESAURUS—Sweetwood Serenaders
LANG-WORTH—Airlane Trio
" Shep Fields

THERE'LL BE SOME CHANGES MADE (Marks)

CAPITOL—Buddy Cole's Four-of-Kind
CAPITOL—Del Porter
LANG-WORTH—Jack Lawrence
" Joe Sodja Trio
" Tony Pastor
MacGREGOR—Red Nichols
STANDARD—Lucille Norman
NBC-THESAURUS—Slim Bryant

WHY DOES IT HAVE TO RAIN ON SUNDAY (Johnstone)

LANG-WORTH—Four Knights

ZU-BI (Republic)

LANG-WORTH—Lenny Herman

Coming Up

A BED OF ROSES (Johnstone)
ALL DRESSED UP WITH A BROKEN HEART (Marks)
LOVE IS SO TERRIFIC (Mellin)
NINA NANA (Encore)
PASSING FANCY (BMI)
TERESA (Duchess)
THERE I GO (BMI)
WHO PUT THAT DREAM IN YOUR EYES (Stuart)
WHO'S GOT ALL THE DOUGH (Alvin)
YOU'RE GONNA GET MY LETTER IN THE MORNING (London)

BROADCAST MUSIC INC.
580 FIFTH AVENUE • • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

ACTIONS OF THE FCC

DECEMBER 26 to DECEMBER 31

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
ST-studio-transmitter | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**

December 29 Decisions . . .

BY THE COMMISSION

Petition Granted

WTMV E. St. Louis, Ill.—Granted petition requesting that its application to change frequency from 1490 to 1260 kc, increase power from 250 w to 1 kw and install DA, be designated for hearing in consolidated proceeding scheduled Jan. 12 in Washington, involving applications of Belleville News-Democrat et al.

BY THE SECRETARY

WIRK West Palm Beach, Fla.—Granted license for new station 1290 kc 1 kw D and to specify studio location.

WHBF Rock Island, Ill.—Granted license covering changes in DA and mounting of FM ant. on top AM tower.

Ashbacker Radio Corp., area Muskegon, Mich.—Granted license for new remote pickup station WOGR.

Ludington Bcstg. Co., area Ludington, Mich.—Same WIHU.

WEAW Evanston, Ill.—Granted license for new FM station, Channel 244, 96.7 mc.

WCNH Quincy, Fla.—Granted mod. CP for approval of ant. and trans. location, and change of studio location.

WQXI Buckhead, Ga.—Granted mod. CP for approval of ant. and trans. location.

Following were granted mod. CPs for extension of completion dates as shown: KRBA-FM Lufkin, Tex., to 2-14-48; KMUS Muskogee, Okla., to 3-1-48; WSJN San Juan, to 4-21-48; WMCK-FM McKeesport, Pa., to 3-16-48; WQXQ New York, to 3-1-48; WMIN-FM St. Paul, Minn., to 3-20-48; KMBC-FM Kansas City, to 3-20-48; WKBZ-FM Muskegon, Mich., to 4-18-48; WQQW-FM Washington, D. C., to 3-15-48.

KQV Pittsburgh—Granted license for increase in power to 5 kw, install new trans. and DA-DN and change in trans. location.

WVLN Olney, Ill.—Granted license for new station 740 kc 250 w D.

WTNS Coshocton, Ohio—Granted license for new station 1560 kc 1 kw D.

WPFB Middletown, Ohio—Granted license for new station 910 kc 1 kw D.

KHBR Hillsboro, Tex.—Granted mod. CP to make changes in vertical ant., and change in studio location.

KCMC Texarkana, Tex.—Granted CP to reinstate CP which authorized changes in vertical ant., mount FM ant. on AM tower, and change trans. location.

WDEL-TV Wilmington, Del.—Granted mod. CP to change trans. location, change type equip. and ant.

KSTP-TV St. Paul, Minn.—Granted mod. CP to change trans. and studio location, and extension of completion date for 6 mo.

The following were granted mod. CPs for extension of completion dates as indicated: WGNA Chicago, to 6-1-48; WWJ-TV Detroit, to 5-1-48; WIBG-FM Philadelphia, to 3-31-48; WCED-FM Dubois, Pa., to 4-15-48; WCAU-FM Philadelphia, to 2-15-48; KFSA-FM Fort Smith, Ark., to 4-10-48; KOIN-FM Portland, Ore., to 4-20-48; WLEE-FM Richmond, Va., to 3-16-48; WBBB-FM Burlington, N. C., to 3-31-48; WJKT Johnstown, Pa., to 3-20-48; WSAP-FM Portsmouth, Va., to 3-15-48; WKRS Waukegan, Ill., to 4-13-48; KSTP-FM St. Paul, to 7-2-48; KFPW-FM Ft. Smith, Ark., to 4-3-48; WPAG-FM Ann Arbor, Mich., to 3-22-48; WFSS Coram, N. Y., to 3-12-48; WHDH Boston, to 6-28-48.

KRHD Duncan, Okla.—Granted license for new station 1350 kc 100 w-N 250 w-LS unl. and to change studio location.

KITO San Bernardino, Calif.—Granted license for new station 1290 kc 1 kw DA unl. and specify studio location.

WJJJ Montgomery, Ala.—Granted mod. CP to specify studio location.

WJVW Chattanooga, Tenn.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

The following were granted mod. CPs for extension of completion dates as indicated: KRNO San Bernardino, to 4-13-48; KUCB Blythe, Calif., to 1-1-48; WVAM Altoona, Pa., to 3-10-48; WFLB Fayetteville, N. C., to 2-14-48; KLIK San Diego, to 4-7-48; WJBO Baton Rouge, La., to 6-25-48.

ACTIONS ON MOTIONS

(By Commissioner Webster)

KRDU Dinuba, Calif.—Granted petition for continuance of hearing now scheduled Jan. 12 on applications and continued same to Feb. 10.

William H. Haupt, Inglewood, Calif.—Granted petition for leave to amend his application to include additional tabulation of area and population within 1 mv/m contour.

New England Theatres Inc., Boston—Granted in part petition filed by New England Theatres Inc. et al, requesting continuance of hearing now scheduled for Jan. 5 re petitioner's application involving Paramount issue, etc. and continued same to March 1, 1948.

WILS Lansing, Mich.—Granted authority to take depositions in re its application.

WMRC Greenville, S. C.—Granted petition for leave to amend its application to request 5 kw in lieu of 1 kw DA etc.

KTSM El Paso, Tex.—Granted petition for leave to intervene in hearing on application of KIDO.

The Mount Vernon Bcstg. Co., Mt. Vernon, Ohio—Granted petition for leave to amend its application to show changes in stock ownership.

T. Julian Skinner Jr., Charlotte, N. C.—Granted petition to dismiss without prejudice his application.

Okefinokee Bcstg. Co., Waycross, Ga.—Denied motion to amend its application to change partnership.

WERC Erie, Pa.—Granted petition requesting consolidation of the applications of Civic Bcstg. Inc. and WLEU, and proceeding on order to show cause of WERC.

Civic Bcstrs. Inc., Cleveland—Dismissed as moot petition for leave to intervene in proceeding on applications of WLEU and WERC.

Hector Reichard, Aguadilla, P. R.—Granted petition requesting continuance of consolidated hearing now scheduled Jan. 5, and same was continued to Jan. 22. Also granted petition requesting in part that his application be removed from hearing docket; and application was removed from docket.

New Mexico Bcstg. Co. Inc., Clovis, N. M.—Granted petition to dismiss without prejudice its application.

Rock Creek Bcstg. Corp., Washington, D. C.—Commission on its own motion continued hearing scheduled Feb. 2 to March 30 in re its application.

Lake Shore Bcstg. Co., Evanston, Ill. et al—Commission on its own motion continued consolidated hearing scheduled Jan. 21-23 to March 23.

Tytex Bcstg. Co., Tyler, Tex.—Commission on its own motion continued consolidated hearing scheduled Feb. 5 to March 29.

Beaver Valley Radio Inc., Beaver Falls, Pa. et al—Commission on its own motion continued consolidated hearing scheduled Feb. 3 to March 29.

Knox Bcstg. Co., Galesburg, Ill.—Commission on its own motion continued hearing scheduled Feb. 9 to April 16.

Hearings were continued as follows: Woodward M. Ritter, Empire Bcstg. Co. from June 19 to March 18; Radio Bcstg. Corp., Peru, Ill., from Jan. 7-10 to March 15; WRUD Upper Darby, Pa. from Jan. 30 to March 26; The Heights

Bcstg. Co., Cleveland from Feb. 2 to April 2; WCFL Chicago from Feb. 5 to April 5. (Actions taken Dec. 19 by Comr. Webster.)

Marietta Bcstg. Co., Parkersburg, W. Va.—Granted petition to dismiss without prejudice its application.

December 29 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WJRD Tuscaloosa, Ala.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-N and change in trans. and studio locations, to change type trans. and make changes in ground system.

AM—920 kc

KVEC San Luis Obispo, Calif.—CP install new trans.

Modification of CP

WHBO Sulphur Springs, Fla.—Mod. CP which authorized new standard station, for approval of ant. and trans. location and to specify studio location.

WNEX Macon, Ga.—Mod. CP which authorized install new vertical ant. and mount FM ant. on AM tower, to change type vertical ant.

AM—1260 kc

WTMV E. St. Louis, Ill.—CP change frequency from 1490 to 1260 kc, increase 250 w to 1 kw, install new trans. and DA-DN and change trans. location.

Modification of CP

WGEM Quincy, Ill.—Mod. CP which authorized new standard station for extension of completion date.

WBCK Battle Creek, Mich.—Mod. CP which authorized new standard station to change trans. location.

AM—930 kc

WNYC New York—Extension of SSA to operate additional time between the hours of 6 a.m. (EST) and sunrise at New York and between hours of sunset at Minneapolis and 10 p.m. (EST) using DA designed therefore, for period beginning 3 a.m. 3-3-48.

Modification of CP

WVOT Wilson, N. C.—Mod. CP which authorized new standard station, to make changes in trans., for approval of ant. and trans. location and specify studio location.

WILE Cambridge, Ohio—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location.

AM—1390 kc

KSLM Salem, Ore.—CP make changes in vertical ant. and to change trans. and studio locations.

Modification of CP

WHJB Greensburgh, Pa.—Mod. CP which authorized increase power, change hours, install new trans. and DA-DN and change trans. location, to make changes in DA.

WCDT Winchester, Tenn.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

Norfolk Bcstg. Corp., Norfolk, Va.—Mod. CP which authorized new standard station to change frequency from 1220 to 1230 kc, change hours from D to unl., change power from 250 w D to 250 w DN and for approval of ant. and trans. location.

ACCEPTED FOR FILING

AM—1340 kc

Murl Edmund Fulk, Glendale, Ariz.—CP new standard station 1340 kc 250 w unl. Contingent upon KRUX being granted change of facilities.

Modification of CP

KFFA Helena, Ark.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-N and change trans. location, for extension of completion date.

Relinquishment of Control

KHON Honolulu—Voluntary relinquishment of control of licensee corporation from James C. Hardy to Wesley E. Edwards. (2,500 sh. of common stock—25%).

AM—1460 kc

Carmi Bcstg. Co., Carmi, Ill.—CP new standard station 1460 kc 1 kw DA-N and unl.

Modification of CP

WCFL Chicago—Mod. CP which authorized install new aux. trans. at present site of main trans. employing DA-DN for aux. purposes, for extension of completion date.

Assignment of License

KFBI Wichita, Kan.—Voluntary assignment of license from The Farmers and Bankers Bcstg. Corp. to Evart Mills and John R. Griffith.

Modification of CP

WJMS Ironwood, Mich.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location, for extension of completion date.

AM—730 kc

W. T. Zimmerman, Warrenton, Mo.—CP new standard station 730 kc 250 w D.

AM—580 kc

Lewis & Clark Bcstg. Corp., Helena, Mont.—CP new standard station 580 kc 1 kw DA unl.

Modification of CP

KERS Elko, Nev.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

WFNC Fayetteville, N. C.—Mod. CP, as mod., which authorized install new vertical ant. and mount FM ant. on top and change trans. location, for extension of completion date.

AM—630 kc

Edmond H. Smith Jr., Hickory, N. C.—CP new standard station 630 kc 1 kw D.

AM—730 kc

WOHS Shelby, N. C.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WFIL Philadelphia—Mod. CP, as mod., which authorized increase power, install new trans. and DA-DN and change trans. site, for extension of completion date.

WIPR Rio Piedras, P. R.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

WUSN Charleston, S. C.—Mod. CP, which authorized new standard station to change type trans. for approval of ant., trans. and studio locations.

WORD Spartanburg, S. C.—Mod. CP, which authorized install new vertical ant. and mount FM ant. on AM tower, to make changes in vertical ant., change trans. location and for extension of completion date.

WGH Newport News, Va.—Mod. CP, as mod., which authorized changes in vertical ant. and to mount FM ant. on AM tower, for extension of completion date.

AM—1450 kc

WPAR Parkersburg, W. Va.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WSFA-FM Montgomery, Ala.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KSMO-FM San Mateo, Calif.—Same.

FM—95.9 mc

Greenwich Bcstg. Corp., Greenwich, Conn.—CP new FM station (Class A) on Channel 228, 93.5 mc, ERP 340 w and ant. height above average terrain 75 ft. AMENDED to change frequency to Channel 240, 95.9 mc.

DOUBLE WRIST LOCK demonstrated by two wrestlers is explained for W8XCT Cincinnati viewers by Red Thornburgh, director of sports for the station, owned by Crosley Broadcasting Corp. W8XCT is the experimental transmitter of WLWT, Crosley's commercial video station in Cincinnati which will begin operations next month. Prior to televising of sports events when WLWT takes the air, Mr. Thornburgh has been giving instruction in rules, plays and penalties in basketball, football, bowling, boxing and wrestling.

Modification of CP

WCFM Washington, D. C.—Mod. CP which authorized new FM station, to specify trans. site, type trans. and specify ant. system.

WJOB-FM Hammond, Ind.—Mod. CP which authorized new FM station, for extension of completion date.

WSBM-FM New Orleans—Same.

WEXL-FM Royal Oak, Mich.—Same.

KOZY Kansas City—Mod. CP which authorized changes in FM station, for extension of completion date.

KUBR St. Louis—Mod. CP which authorized new FM station, for extension of completion date.

License for CP

WNBF-FM Binghamton, N. Y.—License to cover CP, as mod., which authorized change in FM station.

FM—98.7 mc

WBAM New York—CP specify type trans., ERP of 44.7 kw and to specify ant. system.

Modification of CP

WDNC-FM Durham, N. C.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WERE-FM Cleveland, Ohio,—Mod. CP which authorized new FM station to change trans. site, change type trans. ERP to 12 kw, ant. height above average terrain to 617 ft.; make changes in ant. system and change commencement and completion dates.

WMRN-FM Marion, Ohio—Mod. CP as mod. which authorized new FM station for extension of completion date.

KDKA-FM Pittsburgh—Same.

KING-FM Seattle, Wash.—Same.

WEMP-FM Milwaukee—Same.

FM—99.1 mc

Riverside Bcstrs., Riverside, Calif.—CP new FM station on Channel 256, 99.1 mc, ERP 3 kw.

Modification of CP

WPTL Providence, R. I.—Mod. CP which authorized new noncommercial educational station, as mod., for extension of completion date.

APPLICATION DISMISSED

FM—Unassigned

Lewis College of Science and Technology, Chicago—CP new noncommercial educational FM station on frequency to be assigned by FCC, power of 52.2 kw. Dismissed without prejudice at request of applicant. Dec. 2, 1947.

AM—1490 kc

William F. Johns Jr. Mississippi Valley Bcstg. Co., East St. Louis, Ill.—CP install new vertical ant., new trans., to change trans. location and to change studio location. Dismissed 12-23-47—Applicant no longer licensee WTMV.

FM—93.9 mc

Southern California Assoc. Newspapers, Mount Wilson, Calif.—CP new high frequency FM station on Channel 230, 93.9 mc ERP 56.4 kw. Dismissed without prejudice at request of attorney.

APPLICATION RETURNED

FM-Unassigned

The People's Bcstg. Co., Santa Rosa, Calif.—CP new FM station (Class A), ERP 350 w.

Returned Dec. 11, 1947. Program analysis not submitted. Also discrepancy in engineering concerning channel.

TENDERED FOR FILING

AM—740 kc

Mississippi Projects Co., Greenwood, Miss.—CP new standard station 740 kc 1 kw D.

AM—860 kc

Riverside Bcstg. Riverside, Calif.—CP new standard station 860 kw 250 w D.

Assignment of CP

WNLK Norwalk, Conn.—Consent to assignment of CP to Norwalk Bcstg. Co. Inc.

AM—860 kc

Brown County Journal Inc., New Ulm, Minn.—CP new standard station 860 kc 250 w D.

Assignment of License

WMIT-FM Winston Salem, N. C.—Consent to assignment of license of FM station WMIT and studio link W4XGG to Radio WMIT.

Transfer of Control

WCAE Pittsburgh—Consent to transfer of control of license from Pitt Pub. Co. to Hearst Pub. Co. Inc.

AM—980 kc

Snowden Radio Enterprises, Midlen, Tex.—CP new standard station 980 kc 1 kw D.

(Continued on page 70)

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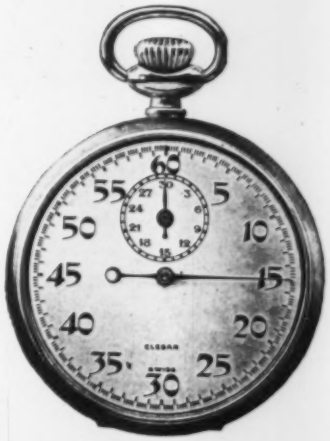

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Text of Report

(*Continued from page 57*)

class B stations are now interspersed, and the former are allocated in the same manner as class B stations by interference contours rather than by mileage separation.

This revision was adopted after it was found that operation on alternate channels produced some interference in receivers then being produced. It was accomplished by trading channels within one area for those in other areas. No city lost channels, and some evincing need actually gained. Transmitters in use required no change except readjustment and retuning.

The great bulk of FM applications thus far have been for the higher-powered class B stations which are designed to render service primarily to a metropolitan district or principal city and the surrounding rural area, or to a rural area removed from large centers of population. At the end of May 1947, applications for class B stations outnumbered those for class A by almost 6 to 1 (898 class B to 154 class A).

While linking of FM stations through rebroadcasts is not new, the first large scale regional operation was launched by the Continental Network on March 26, 1947. Its operation subsequently embraced 27 stations in the northeastern part of the country.

Following a hearing, the Commission in July 1946 reserved until June 30, 1947, every fifth channel in cities or areas which had been allocated five or more channels. In March 1947 this policy was extended to include 4 out of the 20 channels designed to serve communities and adjacent areas. This reservation plan was to permit latecomers to receive consideration with other applicants for channels in areas where the demand exceeds the supply.

FM Receivers

FM receiver production in 1946 was limited, due principally to the large production of table model standard sets. As a result, only 181,000 FM receivers were manufactured during that calendar year, or 1.4 percent of the total of all sets made. During the first half of 1947, however, FM set production was intensified, and the industry estimated that approximately 2,000,000 would be manufactured in 1947. Indications were that FM would be included in nearly all future console models, as well as in an increasing proportion of table models.

It is important to the full development and utilization of FM broadcasting that receiving sets be available at the lowest possible cost. The appearance of reasonably priced combination AM-FM sets gives promise that the benefits of FM reception will soon be available in varied price bracket. Meanwhile, converters have appeared which make it possible for AM sets to receive FM programs.

Since FM service under the station allocation and assignment system depends, to a large extent, on the selectivity of FM receivers, the Commission is sample testing the latter as they are manufactured in order to have information on this subject.

6. Television Broadcast Service

Television Stations

Six television stations held licenses at the close of the fiscal year, with 60 construction permits outstanding and 9 applications pending. In addition to the six licensees, six newly constructed stations were also furnishing program service. Thirty-three large metropolitan areas and three smaller cities either had or will have service from the television stations licensed or building. The Commission continued to relax its requirement of a minimum of 28 hours of program service by each station per week.

Television Developments

Of interest to the industry was the expansion of the coaxial cable system, the development of microwave equipment for relay pick-up and studio-to-transmitter links, improvement in tubes, and the increasing number of technicians trained in television and related work. Television demonstrations during the year included its use as an instructional aid in schools and hospitals, televising pictures in art galleries, on-the-spot news shots, and large screen theater television.

Television Receivers

During the war there were only about 10,000 television receivers on the market, about one-half of these being in the New York area. At the close of fiscal 1947 an estimated 50,000 sets were in the hands of the public, with the bulk in cities having television broadcast service. The television audience was estimated at 300,000. Receivers varied in price from about $250 for table models to $2,500 for the large floor models. Their viewing screens ranged from 5 to 24 inches in size.

Color Television Hearing

This proceeding arose from a petition of the Columbia Broadcasting System, filed September 27, 1946, seeking operation of its (Columbia's) particular color television system in the ultra-high frequencies of 480 to 920 megacycles, currently employed for television experimentation.

Hearing was held in Washington, New York, and Princeton, N. J., at intervals between December 9, 1946, and February 13, 1947. During its course, the Radio Corporation of America demonstrated another color television system still in the laboratory stage but for which it claimed certain advantages.

The CBS petition was denied on March 18. While recognizing the advances that have been made in color television development, the Commission concluded that further experimentation is needed. It was also of the opinion that there may be other systems which offer the possibility of cheaper receivers and use of narrower band widths.

Before a new system of television is established it must be given adequate field testing. There is a great difference between laboratory performance with trained personnel and home operation by the average citizen. Also, decision must be made on standards. Otherwise the public could not purchase receivers with any assurance that they would be able to receive programs from all television stations, or that their sets would not become useless if the existing station should change any of the fundamentals. So, before approving proposed standards, the Commission must be satisfied not only that the system proposed will work but also that it is as good as can be expected within a reasonable time to come.

The method of transmitting color is only one of the many principles that must be fixed. Additional considerations cover number of lines, frame rate, type of sound system, etc. In all of these things the receiver must be constructed to "key" with the transmitter in order to receive the program. If at any time a broadcast company should change these standards, the receivers it previously served would become useless. Unlike the automobile or vacuum cleaner, which remains capable of operation long after a new model is brought out, a basic change in the television system would immediately render obsolete all receivers built for the old standards.

Because of these and other considerations, the Commission was of the view that the standards proposed by CBS should not be adopted. The evidence did not show that they represented the optimum performance which may be expected of a color television system within a reasonable time. In addition to the need for adequate field testing, the Commission judged Columbia's color system deficient in picture brightness, flicker, frame rate, color break-up, and receiver design. It also pointed out that, because of the nature of color television, there are not enough frequencies available in the 480 to 920 megacycle band for more than one color television system.

The Commission's decision served as a go-ahead signal for expansion of black and white television service on the basis of present rules and standards in the 13 channels between 44 and 216 megacycles now allocated for commercial television. This should encourage manufacturers of monochrome equipment to proceed at full pace and, at the same time, enable the public to buy receivers with confidence that they will continue to give service. Meanwhile, the door is left open for further color television experimentation and development.

Television Frequency Sharing

The Commission's report of May 1945 on frequency allocations provided for sharing of 10 of the 13 television broadcasting channels between 44 and 216 megacycles with non-Government fixed and mobile services, and two others with Government services. This plan was adopted on the recommendation of the radio industry, as represented by the Radio Technical Planning Board, in the allocations hearings of 1944-45. Services to share with television included police control and relay circuits, point-to-point, marine control circuits, forestry fixed circuits, rural telephone, and railroad terminal and yard operations. In addition, adjacent channel assignments went to such services as amateur, urban transit, and power and petroleum.

Subsequent experience indicated that this sharing is impractical. As more and more services moved into the space set aside for them, it became increasingly evident that interferences of many sorts would occur. The problems involved amateur interference to television receivers, harmonic interference to and from television stations, co-channel interference from sharing services, receiver interference due to receiver oscillation, etc.

On June 10 and 11, 1947, an informal conference discussed interference in connection with television sharing and allied problems. The Commission furnished evidence of the seriousness of the situation. Motion pictures were shown of the deterioration to the television picture under shared and adjacent channel operations, using such services as a mobile transmitter, diathermy machines, etc. The amateur interference and television harmonic interference to air navigation aids also received attnetion.

Industry representatives offered testimony, exhibits, and suggestions as to possible solutions. Several plans for reallocation of the spectrum portion in question were discussed but all had fundamental weaknesses. The conference ended with the conclusions that (1) interference to television was serious, and (2) channel sharing was impracticable. It was recommended that the Radio Technical Planning Board's television panel work jointly with the Commission's Engineering Department in preparing an allocation plan for later submission to the Commission.

Experimental Television Service

Television experimentation and research was at an accelerated pace. This included work on propagation studies, development of transmitters, receivers, antennas, and allied equipment, new and simpler circuits, utilization of techniques developed during the war, such as pulse modulation, color transmission by various systems, stratovision (relay broadcast from planes), and the study of shadow and multipath effects. Interests involved in this work ranged from individual radio engineers to large manufacturing companies.

At the end of the fiscal year there were 64 experimental television stations licensed and 17 outstanding construction permits. Included in these figures were 53 relay stations used primarily as remote pick-up, studio-to-transmitter links, and multiple-hop relay transmitters.

Television Remote Pick-up Broadcast Stations

Progress in television has spelled the need for a system of relaying programs from remote points to the transmitter, and from the studio to the transmitter if the two were not at the same location. Wired services, if available, would result in a loss of picture definition

(*Continued on page 76*)

Christmas Theme

ANSWERS to the question, "If you had the power, what would you give the world for Christmas?" formed the central theme of eight daytime serials which unified their formats on Christmas Day over NBC and CBS. Ralph Edwards asked the question on his *Truth or Consequences* show over NBC Dec. 13 and Dec. 20. Serials using the theme were *Big Sister*, *Ma Perkins*, *Young Dr. Malone* and the *Guiding Light* over CBS, and *Life Can Be Beautiful*, *Ma Perkins*, *Pepper Young's Family* and *Right to Happiness* on NBC. Procter & Gamble Co., Cincinnati, sponsors the serials.

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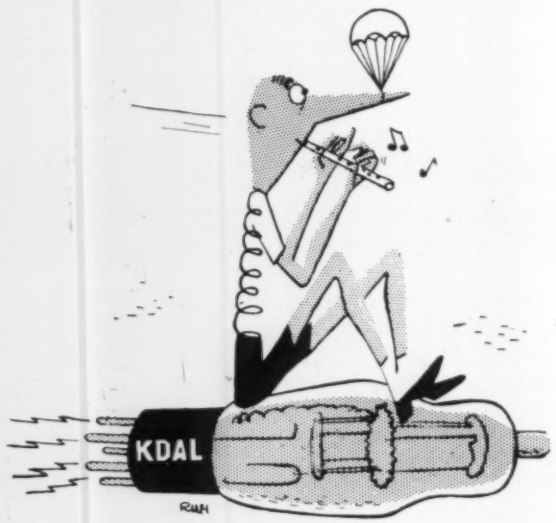

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* **VACANCY**
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,000 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

When you change your address please be sure to send us your NEW and OLD addresses at least two weeks in advance. It will assure you continuous, uninterrupted delivery of BROADCASTING Magazine.

PROGRAMS

YOUTH program, "Teen Age Time," which returned to WTMJ Milwaukee following end of football season, has added additional half-hour to its schedule on Saturday afternoons and branched out into television show on WTMJ-TV. Setting of teen canteen television show features entertainment acts by talented high-school students, as well as stunts, quiz contests, games, discussions and interviews. Both TV and AM programs are planned entirely by Milwaukee youths of WTMJ Teen-Age Council, comprising representatives of eight local organizations which hold luncheon meeting every Saturday and two program meetings every week.

Freedom Train Hookup

WHEN FREEDOM Train was formally opened to the public in Nashville, Tenn., today (Jan. 5), ceremonies were broadcast over a complete hookup of 11 middle-Tennessee stations. Broadcast originated from the train and was aired 9:30-9:45 a.m., in order that those who could not visit the train could at least get a word-picture of its significant features. Program included brief messages of welcome from Gov. Jim Nance McCord, Nashville's Mayor Thomas L. Cummings, and officials of the Freedom Train. Stations carrying the program included: WLAC WSM WSIX WKDA, all Nashville, WHAL Shelbyville, WKRM Columbia, WJJM Lewisburg, WJZM Clarksville, WGNS Murfreesboro, WKSR Pulaski and WHUB Cookeville.

Aired from Clinic

TO PROMOTE work being done by Orthopedic Clinic, Tarboro, N. C., WCPS Tarboro is originating program from clinic describing its work. On first Monday of every month, WCPS moves equipment to clinic and airs broadcast while doctors and nurses render free medical care to those who lack sufficient funds for treatment.

Advanced Programming

ORIGINATING a program before station goes on air is feat of WFMY, new FM station of the News-Record under construction at Greensboro, N. C. When newspaper held its annual Touchdown Football banquet early in December, crew from WFMY was on hand to record the program, which was later broadcast on WGBG-FM Greensboro and relayed to WSJS-FM Winston-Salem. Both stations offered their cooperation to the new WFMY to give full coverage to annual banquet. WFMY also was on hand when Freedom Train visited Greensboro, and wire-recorded its first special events remote which will be placed with other recordings of Greensboro events in WFMY sound library of area's history.

Audience Poll

AS WEEKLY feature of "Lunch at 1450," audience participation program heard on WWDC and WWDC-FM Washington, members of studio audience are assigned to conduct on-the-street, nonpolitical, pre-presidential election poll Participants leave studio and question passers-by on subject: "If a presidential election were held today, for whom would you vote?" Station reports results of first 100 interviews gives President Truman the lead.

WGST on Network

FEATURING local talent exclusively, "Songs for You" is now being fed to entire CBS network weekly from WGST Atlanta, Ga. Half-hour musical show is aired Sat. 9:15 a.m. and is first program of WGST to be heard regularly on network.

Police Cases

ACTUAL CASES from files of Seattle Police Dept. are dramatized weekly over KOMO Seattle, on "I Want the Police" program. Using live dramatic talent, quarter-hour show is written by Al Amundsen and produced by Doug Setterberg. "I Want the Police" has been on KOMO since January 1947 and has recently been honored by Northwestern U. Traffic Institute, Evanston, Ill. The Institute wrote to KOMO requesting transcriptions of the program to be used as part of advanced education for police officers attending its training courses.

Christmas Birthdays

ON THEORY that people whose birthdays fall on Christmas get a bad deal, WPEN Philadelphia dedicated a special program Christmas Day to all such persons in the area. Station asked listeners born on Dec. 25 to bring their birth certificates to its offices. Presents were presented to all and each name was announced during show. All Yule music was banned from program so the celebrants, usually forgotten in rush of Christmastide, could have a time of their own. Station reports that it originally planned to make program only half an hour, but was forced to lengthen it to 50 minutes because of vast number of birthday celebrants who responded.

Business Questions

QUESTIONS sent by listeners to "NA Question Box" will be answered c weekly National Assn. of Mfgrs. pr gram, "It's Your Business," which r turns to ABC Jan. 6, Tues. 10:45-11 p.m Period is allotted by ABC in 13-wee units alternately to NAM and U. S Chamber of Commerce, which is jus completing its series. Each of 13 broad casts of "It's Your Business" will orig nate in different city, where business men will discuss current topics an answer listeners' questions.

'Kids' Kanteen'

VARIETY, sports, film and drama ar combined in new hour-and-a-ha video show, "Kids' Kanteen," whic started on WNBT New York, Dec. 2 Telecast Sat. 7:30 p.m., show is built on format of a teen-agers' gatherin place on Saturday evening. Entertain ment includes games, old-time motion picture melodramas, interviews wit sports celebrities, singing and dram productions with teen-age casts. Pro gram is directed by Roger Muir, NB television producer.

'Stories to Remember'

ADAPTATIONS of short stories by Ir win Shaw, Dorothy Canfield Fisher MacKinley Kantor and other well-known writers will constitute new transcribed series being produced and distributed by Institute for Democratic Education New York. Programs, titled "Stories to Remember," will be 12th series of citizenship dramatizations under genera title of "Lest We Forget" produced by the institute. Series will be available free of charge to all U. S. stations in the spring, institute has announced.

Televises Mass

MIDNIGHT MASS from St. Aloysius Church in Detroit was televised on WWJ-TV Detroit Christmas Eve. Program began at 11:30 p.m. with singing of carols by St. Aloysius Choir. In keeping with spirit of Christmas, another religious program was also telecast by WWJ-TV during the holidays from St Paul's Cathedral, Detroit.

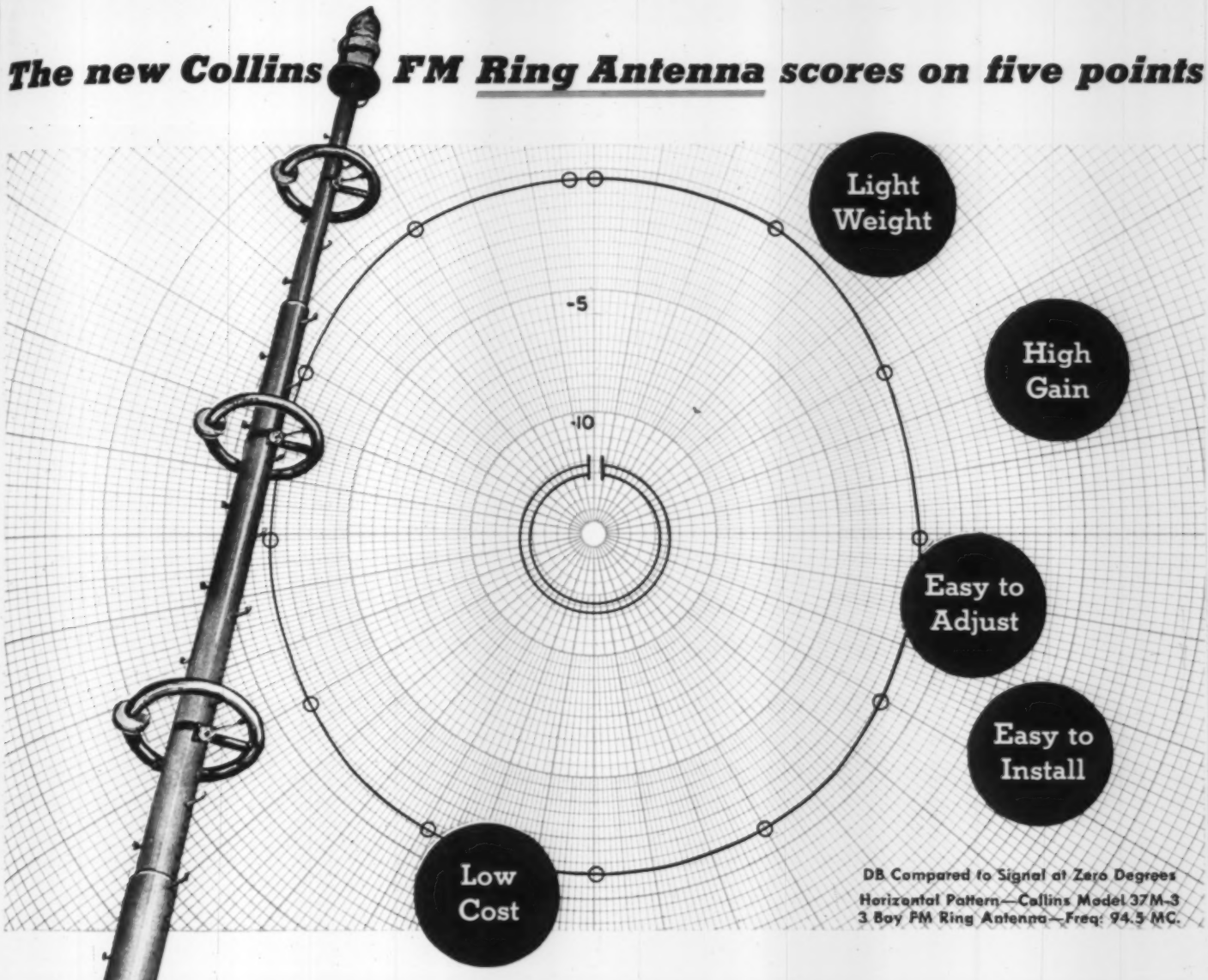
Ski Data

SKI ENTHUSIASTS are told all about snow conditions in Ontario every Friday evening on CJBC Toronto. Program, "Ski Trails," advises on where to go for best hills, weather conditions road conditions and other data of interest to skiers. Guest skiing personalities appear each week on the quarter-hour program.

WPEN-BBC Series

TRANSATLANTIC competition between England and U. S. in "International Quiz" program will be resumed Jan. 1 when WPEN Philadelphia and British Broadcasting Corp. begin 1948 series Last year only three local institutions U. of Pennsylvania, Bryn Mawr and Swarthmore College, participated in three contests, but in coming year 11 colleges and universities will meet, via air waves, similar British institutions It will be broadcast every Sunday from 1:05 to 1:30 p.m., with the last program set for June 6.

The new Collins FM Ring Antenna scores on five points



DB Compared to Signal at Zero Degrees
Horizontal Pattern—Collins Model 37M-3
3 Bay FM Ring Antenna—Freq: 94.5 MC.

Simple Construction—By virtue of its simplicity, the new Collins FM ring antenna offers a new and heretofore unavailable ease of installation and adjustment. Light enough to mount on most existing towers, this antenna consists of only three parts—1. supporting mast, 2. center conductor, 3. radiating rings. There are no complicated structures, no matching sections, no critical adjustment, and no troublesome end seals. Full wavelength spacing is used between rings to provide economical construction, low coupling between rings, and low angle radiation.

High Gain—Proper Impedance Match—The power gain of this antenna is slightly more than one per ring—eight rings increase the effective radiated power by a factor of 8.5. Each ring is tuned to resonance at the desired frequency. The load resistance can be chosen between 50 ohms and 600 ohms; thus a proper impedance match between a multiple ring antenna and the transmission line is accomplished without the use of tuning stubs.

Wide Range—It is possible to tune a range of 10 mc to 15 mc with any one antenna. A safety factor of about 200 kc each side of resonance is provided for variation in tuning and to allow for temperature effects on the rings and supporting pole.

* * *

This new antenna has been proved by extensive field tests. It is in actual operation at several FM stations. Plan now to use it in *your* installation. Write for complete information. You will be pleased with the excellent performance and low price.

FOR THE BEST IN FM, IT'S . . . COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y. 458 South Spring Street, Los Angeles 13, California

KEITH S. FIELD, former manager of WPOR Portland, Me., has been appointed head of sales promotion department of WHEB Portsmouth, WKXL Concord and WFMI (FM) Portsmouth. Mr. Field first joined WHEB six years ago and has since been with WENE Endicott, WDOS Oneonta, New York and WPOR. He replaces **DALLAS P. WYANT**, who has joined WBZ Boston. **CARL BEHR**, formerly with Beacon Publishing Co., also has joined WHEB promotion staff.

CHARLES F. PEKOR Jr. will return to CBS as assistant to **GEORGE CRANDALL**, director of press information, on Jan. 5. Mr. Pekor joined CBS in 1944 handling special press assignments in various parts of country, and left the network in 1946.

LES RADDATY, NBC Western Network publicity director, is the father of a boy, Mark Edward, born Dec. 22.

PROMOTION

'Menace' Brochure

STORY and history of 30-minute program "Menace in White," exposing illegal medical practitioners, is given in **KNX** Hollywood's latest brochure distributed to trade. Boldly reading "Menace in White" in large red letters on white background, folder opens to drawing of this menace—suspicious-looking "doctor" clad in white blood-stained apron and red gloves, carelessly holding a cigar. On opposite page is told how Stuart Novins, CBS Hollywood assistant director of public affairs, obtained data for program by assuming role of a veteran in need of medical aid, and how enthusiastically powerful dramatization of these vicious practices he uncovered was received.

Ad Essay Contest

ESSAY CONTEST is being held by **WPEN** Philadelphia and Poor Richard Club, organization of advertising men, with a boy and a girl winner each to receive $500 scholarship to Charles Morris Price School of Advertising and Journalism. Contest which will be on "What would be Benjamin Franklin's recommendation on an American policy toward Europe," is open to high-school students. Numerous prizes will be given in addition to scholarships, with each teacher of prize-winner also being given prize. To promote contest, WPEN has enlisted support of area's schools, distributing handbills to students. Spots are used throughout day and 15-minute segment of "950 Club" show is used to tell news and rules of competition.

WDNC Firecracker

FIRECRACKERS are being used by WDNC Durham, N. C. as latest gimmick in its series of promotional cards announcing increase in power and change of frequency. Small, imitation firecracker is attached to card with copy reading, "Hot as a [firecracker] That's WDNC Durham, N. C., With Its 5000 w on 620 kc. . ."

RCA Ads

INSTITUTIONAL advertising used by Radio Corp. of America in 1946 and '47 has been compiled in large brochure recently released by that organization. Letter of introduction by David Sarnoff, president and chairman of the board of RCA, states that "Scientific research is the spearhead of progress. Therefore, it has been adopted as the ideal theme for the institutional advertising of the Radio Corp. of America . . . " Fifteen-page brochure presents full-page ads used by RCA to tell the story of progress in the field of radio. Brochure stresses activities of RCA in field of research, and Mr. Sarnoff concludes, "The 'R' in 'Radio,' as in 'RCA,' could logically stand for 'Research,' the lifeblood of today and the promise of tomorrow." Last page of brochure lists publications in which the ads appeared.

'Mr. F-M' Contest

PRIZES totalling $4,000 will be awarded in contest being conducted by WWDC-FM Washington, on subject, "Who Is Mr. F-M?" Both WWDC and WWDC-FM are carrying spot announcements referring to the contest, which started Jan. 1 and will run to Jan. 22. Clues to identity of Mr. F-M are given on FM station only, nightly from 8:30 to 9:30 p.m. Listener who properly identifies Mr. F-M and writes best 25-word letter on subject of frequency modulation will receive vast array of prizes. Winner will be announced Jan. 22 when station officially opens its full-power 20-kw FM station with grand opening program. Station is urging radio dealers to use store promotion to tie in with contest and is also plugging the competition in newspaper ads.

Code Reprints

REPRINTS of "Code or Creed" double truck ad run by KVOO Tulsa, Okla. in Dec. 15 issue of BROADCASTING have been mailed by KVOO to all of its accounts, executive board of FCC and NAB, executives of NBC, and many leading stations. "Code or Creed" ad carried list of standards by which KVOO conducts its programs.

'Whistler' Discs

PRESSINGS of "The Whistler Song" are being distributed by CBS to all stations carrying its mystery series, "The Whistler," sponsored by Household Finance Corp. Stunt took shape recently when Hal Dickinson of The Modernaires, vocal group, used original score of program's theme and composed the song. CBS is mailing the discs in cooperation with LeVally Inc., Chicago, agency for Household Finance.

KSD Quiz Ad

CARICATURES of NBC Parade of Stars was used by KSD St. Louis as basis of full-page quiz ad run in pictorial section of recent issue of St. Louis Post-Dispatch. Page was lined with 28 caricatures of stars with center copy reading: "How many of these well-known radio favorites . . . can you identify? (Without looking at the answers at the bottom of the page)." Identification of all stars was listed along with time each is heard on KSD-NBC.

'FM Takes a Bow'

TWO-PAGE pictorial layout featuring FM appeared in rotogravure section of Dec. 21 issue of Springfield (Mass.) Republican. Article titled "Frequency Modulation Takes a Bow" appeared with the pictures, explaining fundamentals of FM broadcasting and reviewing construction activities of WMAS-FM Springfield, WHYN-FM Holyoke and WACE-FM Chicopee. All three stations share transmitter building on top of Mt. Tom near Springfield. Two-page layout presented pictures of the transmitter building, equipment and technical personnel of the three stations.

WDAY Pencils

CALENDAR PENCILS for 1948 bearing station's call letters have been distributed to the trade by WDAY Fargo, N. D. With each pencil, Tom Barnes, WDAY sales manager, attached letter explaining that pencil is "educated"—"The red tip will light up and say 'thank you' each time you put your ok on a WDAY schedule." Letter explained further that "light is derived from reflection of the beam of pleasure on my face or that of a gent from Free & Peters or NBC; the 'thank you' is the echo of our treasurer's squeal of delight."

TNT Cards

POSTCARDS featuring "The Breakfast Patrol" program have been distributed to the trade by WHPE High Point, N. C. Station circulated 1,000 of the cards which show picture of program's announcer and catch phrase, "The TNT Program," standing for Time, News and Tunes. Advertisers are urged to "Sell 'Em With a Smile . . . With Huges at the Fuse . . . "

WKNB Baby

FIRST BABY born in Connecticut's Hartford County in 1948 received long list of presents and gift certificates as result of promotion of WKNB New Britain. WKNB's sales staff lined up merchants who pledged gifts to child whose stork won the New Year race. Gifts range from one dozen roses to congoleum nursery rug, plus special gift certificates.

Mid-Day Plugs

SERIES of two-column advertisements in five local newspapers is currently being used for two-week period by WMAQ Chicago. Ads are based on theme, "mid-day radio highlights on WMAQ," and promote listening period from 11 a.m. to 1 p.m. (CST).

Salmon Gifts

CANS of British Columbia salmon have been distributed to advertisers and agencies and others in the broadcasting industry by CKWX Vancouver, B. C. Cans were issued as station's Christmas greetings to the trade.

Price Tags

AS SPECIAL promotional tie-in, KSYC Yreka, Calif., has distributed to its sponsors price tags to be attached to merchandise, displayed in windows, etc. Tags are printed in variety of colors and read: "As advertised on KSYC, 1490 kc." Room is left on tag for merchant to write in his price.

Sample Discs

AS AID in selling of "Flight With Music" program, promotion gimmick has been devised by Finley Transcriptions Inc., Hollywood. Standard-size quarter-hour disc containing broad sample of virtually entire 39-week series demonstrates content and stars of transcribed series.

Reprints from 'Fortune'

REPRINTS of three-page ad run by Westinghouse Radio Stations Inc. in recent issue of Fortune Magazine are being distributed to the trade in folder form. Cover of folder is reproduction of front cover of Fortune, with inside spread displaying ad. "How many of these six stream-lined markets do you know?" is subject of the ad, which discusses market data of the six Westinghouse stations.

CKNW Album

PICTORIAL album of staff members of CKNW New Westminster, B. C. was prepared by that station as Christmas promotion. Titled "Christmas Revue 1947," album contained cartoon drawings with head-shots of staff members inserted.

ABC-SPG Contract

ABC Hollywood has reached new agreement with Screen Publicists Guild calling for increases retroactive to Dec. 15 among its publicity staff as follows: junior publicists go from $200 to $250 per month while seniors who previously started at $300 for first year with $325 thereafter now will start at $300 for first six months, progressing to $325 for second six months; thereafter seniors are to receive $350.

Win Client and Customer Goodwill...this Xmas Give

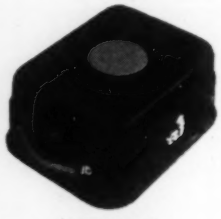
CALIFONE

New Low-Cost Professional Portable Transcription Playback Gives You Excellent Fidelity and 10 Pound Portability.

Radio stations, representatives and advertising agencies find the Califone Portable Transcription Player indispensable for auditioning programs and soliciting new accounts. Its fidelity is excellent and it is easier to carry than a portable typewriter.

Compare these 12 Features:

- Excellent professional fidelity.
- Less than 10 lbs. weight—easy to carry.
- Plays up to 17¼" transcriptions and standard records.
- Plays 33⅓ RPM and 78 RPM.
- Finest quality transcription crystal pickup—Astatic "400 Master."
- ¾ ounce needle pressure—replaceable, permanent needle—no needle noise—Balanced pick-up arm.
- Wide range amplifier.
- Variable Tone Control.
- Wow-free turntable—completely silent.
- Sturdy, handsome construction.
- Guaranteed 90 days—against defects in materials or workmanship—factory service available thereafter.



MODEL 6-A
• Low-Cost
$41.25
NET
F.O.B. FACTORY

To Radio Stations, Advertising Agencies and Recording Studios.
LIST PRICE—$54.95

More than 250 Radio Stations now use Califone. Order yours today!

THE CALIFONE CORPORATION
4335 West 147th Street • Lawndale, California

Our specialty
BEAM POWER TUBES

• These are beam power tubes built for reliable broadcast station operation. Like all RCA beam power tubes, they have high-power sensitivity, high-cathode emission, lasting vacuum.

In your transmitter, these are the tubes that make possible fewer stages, fewer components, and fewer tuning controls. And, with their conservative ratings for hour-after-hour service, they assure you maximum performance for your money.

Naturally, we specialize in the most complete line of beam tubes ever offered for broadcasting because we're pioneers in beam tube design. Check the chart for the type you want. Then buy RCA. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, Commercial Engineering, Section AP36, Harrison, New Jersey.

RCA BEAM POWER TUBES FOR BROADCASTING

Type No.	Heater (or Fil.) volts	Max. Plate Dissip. watts*	Max. DC Plate volts*	Max. Freq. at max. ratings (Mc)	User's Price
2E26	6.3	6.7	400	125	$3.50
4E27	5.0	65	3000	75	37.50
807	6.3	16.5	475	60	3.30
813	10.0	67	1600	30	14.50
814	10.0	34	1000	30	12.50
815	6.3/12.6	13.5	325	125	6.25
828	10.0	47	1000	30	13.50
829-B	6.3/12.6	28	600	200	14.75
832-A	6.3/12.6	10	600	200	10.60

*class C telephony (CCS)

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Experienced program-production director with announcer background for station in eastern coast area. Send background resume, salary expected and picture. Box 107, BROADCASTING.

Wanted—Announcer-operators by 250 watt north midwestern resort town station. Also wanted, operators. Send complete details to Box 206, BROADCASTING.

Wanted—Will pay top salary to experienced continuity writer to take over continuity department Michigan regional daytime station 200,000 population. Want permanent man only. Box 212, BROADCASTING.

Chief engineer—Regional midwest network affiliate. Directional antenna. Applicant must have construction and operation experience. Starting salary $350 to $400 per month, permanent position. In answering include education, experience, references and photo. Box 243, BROADCASTING.

Wanted Immediately—Qualified young woman to take over woman's show, new regional midwest station. Ideal working conditions, excellent pay. Detail qualifications, and photo if possible. Box 250, BROADCASTING.

Salesman wanted by Washington, D. C. area 1000 watt station. Unusual opportunity for experienced radio salesman. Salary and commission. Write Box 262, BROADCASTING.

General manager. Established station, competitive market in south. Only good businessman capable taking complete responsibility considered as owner unable to devote time to station. Salary and profit participation to equal $7500 first year. Inquiries kept confidential. Box 263, BROADCASTING

Salesman—$5000 annual opportunity for livewire to sell fifty dollars per day in 60,000 southern market. Box 266, BROADCASTING.

Wanted—One radio-telephone first class operator and one experienced control room operator for 5 kw station in central New York. Must have car. Box 275, BROADCASTING.

Experienced salesman for 1000 watt daytime independent in midwestern city of 350,000, unusual opportunity for a man capable of producing sales results. Box 279, BROADCASTING.

Wanted—Ambitious young man who wants to get into time selling. Fine opportunity for the right man. Salary and future possibilities. Send pictures and data to Box 284, BROADCASTING.

Engineer. First phone. Prefer active ham. WFRL, Freeport, Illinois.

Broadcast technician. Must have first class radio-telephone license. For personal interview write Box 288, BROADCASTING, stating qualifications and salary expected.

The **SCHOOL** *of* **RADIO TECHNIQUE**

NEW YORK
HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Help Wanted (Cont'd)

Wanted—Chief engineer, technical supervisor, during installation FM station. Continue on following installation. Born again man preferred. Box 294, BROADCASTING.

Combination engineer-announcers, No. 1 ticket, permanent employment March 1st, $60.00 with going southern station. Send disc, letter, photo now. Box 267, BROADCASTING.

Continuity chief—Capable of turning out selling copy and able to supervise department. 5 kw major market, Ohio, network affiliate. Permanent position with exceptional opportunity. Reply in confidence detailing previous experience, salary expected, starting date. Box 304, BROADCASTING.

Announcer—1000 watt regional network station has opening for experienced announcer. Salary above average. Talent extra. Send qualifications, photo and transcription to Program Director, WFDF, Flint, Michigan.

Announcer and continuity writer, permanent positions. Send business references and qualifications with first letter. Write or call KWBW, NBC affiliate, Hutchinson, Kansas.

Suburban Boston fulltime 5000 watt station to go March or April seeks commercial manager, salesmen, technicians, announcers, continuity writer, sports announcer versed in all sports, office staff. Versatile men or women especially desired. Send full qualifications and details in first letter. Audition discs returned promptly. Write only to Benjamin Bartzoff, General Manager, 100 Summit Avenue, Brookline 46, Mass.

Florida network affiliate station has opening for an experienced announcer holding a 1st class license. Pleasant living and working conditions. Permanent position is assured to man who qualifies. Must have car. Send full particulars: photo and transcription to WSPB, Sarasota, Florida.

Top jobs for top announcer-engineers with two top Pacific coast small market network affiliates. Start at $70 for 40 hours. Phone for interview. Manager, KFLW, Klamath Falls, Oregon.

Announcer who can sell and write commercial copy. Must have good employment and references. Box 308, BROADCASTING.

Situations Wanted

Got news problems? Talk 'em over with newsman who knows the score. No obligation. Box 129, BROADCASTING.

Experienced chief engineer—Available for immediate supervision of building and equipment installation of any size new station in south or southwest. Box 152, BROADCASTING.

Your television station requires chief engineer capable of handling broadcasting's most complex technical responsibility. University graduate engineer, sixteen years development design and supervision experience, radiotelephone first license, senior member IRE, interested. Box 180, BROADCASTING.

Announcer. Veteran. Single, travel. Available immediately. Little experience, much ambition. News, commercials, platter shows. Personal audition or disc. Box 191, BROADCASTING.

Experienced general manager available. 15 years experience all phases. Sober, responsible family man. Top record. South only. Box 226, BROADCASTING.

Wanted Immediately!
Experienced
commercial copywriter-announcer
Excellent opportunity
Send disc, photo and details to: Radio Station WMIX, Mt. Vernon, Ill. State salary expected.

Situations Wanted (Cont'd)

Engineer. Chief or operator. 27 years' experience broadcast police, aviation, military, point-to-point, sales engineering domestic and foreign. Familiar FCC procedures. Capable handling complete installation or expansion of facilities. 41 and married. Best of references and personal reputation. Available approximately October 1. Reply Box 229, BROADCASTING.

Chief announcer independent station wants good opening in Florida. Can sing with records. Prefers morning shows. Pleasing air personality; able to build following. Available early February. Write Box 238, BROADCASTING.

Ability for hire. Ten years managerial and expert news work. Prior newspaper background. Topflight in all program departments. Just finished putting kilowatt on air for new owner. High recommendations. Veteran wanting permanent spot with progressive organization. Box 239, BROADCASTING.

Engineer—Experienced from operating to consulting. Wants to stop traveling. Would consider part ownership in exchange for engineering services or position as engineering director new station. Not immediately available. Box 241, BROADCASTING.

Sportscaster desires station connection with play-by-play work; 10 years in sports, four years sportscasting; handle all phases of live and studio sports; experienced special events, newscasting. Married vet, no floater. Box 247, BROADCASTING.

Experienced announcer, 3½ years commercial radio; available immediately; prefer east; disc on request. Box 248, BROADCASTING.

Chief engineer, now employed, looking for A-1 position. Many years experience all phases broadcast engineering. Salary requires at least 100 dollars a week. Box 253 BROADCASTING.

Transmitter-1st phone. Presently employed. Desires position in northeast. Box 258, BROADCASTING.

Experienced announcer, specializing in play-by-play sports and record shows. Small fulltime midwest station preferred. Complete information, disc, photograph on request. Box 268, BROADCASTING.

Chief engineer—32, married, responsible, 10 years' radio experience, including supervision of new stations, announcing and chief engineer; desires position as chief with progressive station. Box 269, BROADCASTING.

Young announcer, experienced, Mutual affiliate. Married, good ad-lib disc shows, can operate board. Good commercial and news man. Permanent position. Box 270, BROADCASTING.

Engineer, veteran, single, three years' experience, first class license, desires permanent position. Without car. Available week's notice. $55 minimum. Box 271, BROADCASTING.

Announcer, experienced control board, news, record shows, continuity writing. All sports, including play-by-play. Mature enough to be dependable, young enough to be enthusiastic. Veteran, college. Box 272, BROADCASTING.

Experienced radio writer. Emphasis on commercial copy. Know production techniques. Now copy chief, net affiliate, top market. Stable family man. Vet, 27, journalism degree. Box 273, BROADCASTING.

Young executive can prove results. Program-production director. Ten years' experience. Assure top news Hooper. Quality, sincere commercial voice, narration, writing. Civic-minded. Will become property owner. Box 274, BROADCASTING.

Engineer-announcer, all-round small station experience, writing, sales, programs. Can be of inestimable value to new or old station with small staff. Available immediately. Box 276, BROADCASTING.

Experienced announcer desires change to better future. Excellent three-and-half-year background. Capable of doing well-rounded, professional work both on the air and in construction of shows. Young, single and willing. Please state all facts in first letter. Write Box 277, BROADCASTING.

Engineer—1st phone, broadcast experience. Minimum 50 dollars per 40 hours. Box 278, BROADCASTING.

West, south, southwest—a growing station in one of those parts will profit by turning its news service over to my energy, experience and know-how. Box 280, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, first phone, beginner, single, CREI student. Available now, desires job in warm climate. Box 283, BROADCASTING.

New station-manager. Establish complete organization. Carry through. Box 292, BROADCASTING.

Vet. Radar repairman, graduate radio technician. First radio phone. Desires experience, broadcast or service. Will travel. Box 287, BROADCASTING.

Manager. Available soon. Ten years' broadcasting. Experienced every department. University graduate. Wartime Naval officer. Now successfully managing. Box 289, BROADCASTING.

Program director. 12 years' experience network, local. Announcer background. Presently with metropolitan regional. Interested station having definite policy and willing carry through. Can establish program department. Family. Box 290, BROADCASTING.

Announcer—Experienced, topnotch selling voice, trained in news and announcing at NBC and Northwestern, university degree. Impeccable character, reliable, conscientious worker. Looking for permanent staff position with southeastern metropolitan regional. Disc, particulars and references upon request. Box 293, BROADCASTING.

Experienced writer-announcer looking for progressive station. Will travel. Box 296, BROADCASTING.

Sportscaster—Experienced play-by-play. All sports. Free to travel. Box 297, BROADCASTING.

Forever advertiser. That's the keynote of this versatile, heads-up announcer, 27, who seeks advancement to larger operation. App. 2 years small station experience. Currently employed Mutual affiliate 9 months. College grad of large university with A.B. Breezy platter chatter, crisp newscasts. Pleasant mike personality. Location no object. Disc, references on request. Box 298, BROADCASTING.

There's a housing shortage, but I want to move. Looking for home in Conn., N. Y., or Penna. area needing experienced announcer in newscasting, platter spinning, commercial, sports, special events. Guaranteed to be profitable tenant. Prior to signing lease, will audition upon request. Box 300, BROADCASTING.

Announcer—Veteran, capably handle newscasts and commercials. Available immediately. Box 301, BROADCASTING.

Selling interest with continuity experience. Wish to sell or do both. Missouri graduate. Young, sincerely ambitious. Interested in job with advancement possibilities. Have car, go anywhere. Box 302, BROADCASTING.

Announcer—Special events. Smooth board. 12 years. Box 291, BROADCASTING.

Announcer, experienced commercials, news, sports, platter shows, just graduated New York's leading radio school; desires position with opportunity. Married, 25, travel. Box 303, BROADCASTING.

Traffic manager, excellent references. Some continuity. Box 305, BROADCASTING.

Continuity writer, experienced in promotion, programming and music. Excellent references and background. Box 306, BROADCASTING.

Announcer—Work any shift. Experienced in news and general staff. Operate controls. Details and transcription on request. Vet, single, 26. Bob Rito, 1403 N. Lockwood, Chicago, Illinois.

MANAGER WITH RECORD!

15 years—all phases. References from top men in industry. Positively produce sales—results. Record of proof. Can give ownership know-how show-management. Veteran—married—family. Interview can be arranged.

BOX 252, BROADCASTING

Situations Wanted (Cont'd)

Announcer-writer. Vet, single, 25. Grad local radio school. Experience: Actor on local radio dramas. Go anywhere. Salary secondary. Burney Burnett, 5190 Wood Ave., South Gate, Calif.

Chief engineer—Presently employed, good reason for changing position. AM and FM operating, construction experience. New southern station preferred. 1412 Stainback Ave., Nashville, Tennessee.

Attract more listeners, more big advertisers. Feature Kansas City Ramblers. String music, songs. Good, clean comedy. Phil Edwards, 1133 North Blvd., DeLand, Florida.

For qualified technicians, write or phone: Employment Department, Mellville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

Hal Styles may solve your problem with young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Style's School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Commercial-continuity writer. Basic network experience. Experienced announcer. College grad. Prefer eastern seaboard. Norman Greene, 10 Hilliside Ave., New York 34, N. Y.

Technician. RCA grad. 1st phone. Vet, 23. Edward Petrakakas, 318 Bergen, Newark 3, New Jersey.

Progressive program director wants job with progressive station. Not afraid of work. New ideas. Navy veteran. Box 300, BROADCASTING.

Announcer—Commercial and news a specialty. Good at special events. 3 years all-round experience. Box 310, BROADCASTING.

Continuity, traffic. Three years experience, college graduate, also NBC Institute. Available immediately. Prefer small station needing all-round girl or educational radio. Box 311, BROADCASTING.

Announcer—One year commercial experience. Looking for comparatively new progressive station. East or southeast. Art Kellar, 393 Stanhope St., Brooklyn, New York.

Manager—sales manager. Now employed seeks change. Ten years successful radio sales experience in both large and small stations. Will arrange personal interview at own expense. References from industry's top executives. Long range opportunity more important than immediate compensation. Box 307, BROADCASTING.

Announcer-copywriter. Experienced, one year Florida station, two years college, single, 23, sober workman, good voice. Will travel. Available one week notice. Box 285, BROADCASTING.

For Sale

Will sell excellent midwest daytime station with high potential or half interest with management responsibilities. Reason for sale—health. Requires $30,000 down payment. Box 251, BROADCASTING.

1kwatt network station large southern city. Operating profitably. Owner unable devote time to station. Give financial reference with inquiry. Box 281, BROADCASTING.

FOR SALE

TEXAS

250 WATT STATION

$35,000

Located in a desirable Texas market that has attractive living conditions and consistently good business. This is a fulltime station that is making money, but profits can be definitely increased.

Write exclusive representatives

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Ave.
National 7405

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Canada Fees

RATES for Canadian music copyright fees to be paid Composers Authors Publishers Assn. of Canada (CAPAC) and BMI Canada Ltd., will be set for 1948 by the Canadian Copyright Appeal Board which meets at Ottawa Jan. 16. The Canadian Assn. of Broadcasters has a five-year agreement with CAPAC and BMI Canada, and Canadian Broadcasting Corp. is expected to make a similar arrangement as it did in 1947 on findings of the Copyright Appeal Board [BROADCASTING, Sept. 22]. Rates will be set according to radio receiving licenses issued at the end of the fiscal year March 31, 1947.

For Sale (Cont'd)

Armour Research wire recorder. Three reels wire. $125. Box 286, BROADCASTING.

For sale—Two towers. One 300 foot Milliken self-supporting tower. Will support 4-section RCA pylon or equivalent. One lightweight Wincharger 200 foot guyed tower complete with lighting system. Both towers available immediately. Write, wire or phone Carolina Radio Equipment Company, Raleigh, North Carolina, telephone number 4842, for prices and further details.

For sale—One RCA limiting amplifier type 96-A, good condition, $200 F.O.B. San Antonio, Texas. One General Radio type 732-A distortion and noise meter and General Radio type 733-A 400 cycle oscillator. Both for $150 F.O.B. San Antonio, Texas. Contact Chief Engineer, KMAC, San Antonio, Texas.

For sale. Temco 250 watt transmitter complete with set of tubes. Reasonable offer will be accepted. Write or wire Lester L. Gould, WJNC, Jacksonville, North Carolina.

Modulation monitor, latest Gates model M-Q 2639, new, never unpacked. Catalogue price $320. Available immediately. WAND, Canton, Ohio.

For sale — Blaw-Knox tower, lighting equipment, 154 feet above insulators and 50 foot sub-structure. KCMC, Texarkana, Texas.

Will sell for $5200.00 F.O.B. Sioux City, Iowa—One new 350 foot heavy Wincharger tower complete. Will support an FM array. Can make immediate delivery. Frank Carman, Radio Station KUTA, Salt Lake City, Utah.

1000 watt Western Electric Type 352E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

Two new Presto 8-D recorders with 1-D heads and equalizer. Reasonable. United Broadcasting Company, 64 E. Lake Street, Chicago 1, Illinois.

Wanted to Buy

Radio executive with 17 years experience wants to buy interest in local AM station and take active part in management. Network affiliate preferred. Box 836, BROADCASTING.

Small station, presently unprofitable unit preferred. Box 69, BROADCASTING.

Approximately 300 foot tower capable of supporting FM. Box 190, BROADCASTING.

Small station, operating unprofitably or a CP preferred. Box 200, BROADCASTING.

250 or 1000 watt fulltime station. Cash or terms. Box 299, BROADCASTING.

Miscellaneous

Yours, two dollars each five dollars top photographic course sold. Arthur Cooper, WVOS, Monticello, N. Y.

Krom-A-Tone post cards—Best, most economical method to display any product. Samples on request. Graphic Arts Photo Service, Box 365-F, Hamilton, Ohio.

Jockey's comedy script collection. $5.00. Kleinman, 1735-T N. Bronson, Hollywood, 28, Calif.

Announcing for Radio-Kilmer. Newest publication in its field. Used by nine universities, 300 stations. $2.50. University Radio Publications, Box 1136 University Place Station, Des Moines, Iowa.

CONTRACT for FM live symphony series on KRON San Francisco, said to be largest pact for such performance in that area, is approved by R. J. Henning (r), sales manager of General Electric Supply Corp., sponsor, under observation of Norman Louvau (l), KRON commercial manager, and Al Constant, KRON program director. To feature light concert, symphonic and operatic selections, program will be heard Sun. 3:30-4 p.m. and will feature 15 string musicians of the San Francisco Symphony under direction of Ervin Mautner. Firm chose series to demonstrate true quality of FM broadcasting using live talent.

Radio-Electronics School Enrollment Now Past 800

MORE THAN 800 students are enrolled in the Radio-Electronics School of New York, recently formed by a group of radio and television executives. The school, which offers four courses in AM, FM, and TV, including an advanced course in FM-TV, is expected to supply much of the demand for trained men in radio manufacturing concerns throughout the country.

R. L. Duncan, former president of RCA Institute and William Campbell, until recently European manager of Press Wireless, are directing the training program while Ed Kirby, WMAK Nashville, serves as vice president in charge of industry relations.

Backers of the school are Herbert L. Pettey, executive director WHN New York; William B. Dolph, executive vice president of American Broadcasting Stations, Washington; Oveta Culp Hobby, vice president, KPRC Houston; Hamilton Hoge, president, U. S. Television Mfg. Corp.; John Shepard III, Yankee Network chairman; Harry C. Wilder, president, Central New York Broadcasting Corp.; Harold Hogencamp, president, Television Projects Inc.; William M. O'Neil, president, WJW Cleveland; Ralph Brunton, president KGW San Francisco; John De Witt, president, WSM, Nashville.

SEATTLE AD COURSE TO START ON JAN. 8

SECOND consecutive course in advertising will begin Jan. 8 in Seattle under the auspices of the Advertising and Sales Club. Planned as a three-semester series of two hour sessions conducted by leading advertising and media men in the Pacific Northwest, the courses are being transcribed by wire-recorder. The material will then be used as a guide for next year's courses, as well as the basis for a projected textbook for the public schools.

Several of the classes during the second semester will meet "on location." The radio session, for example, under the leadership of Ray Baker of KOMO, will be held in the new KOMO studios.

The objective of the course is outlined in a prospectus prepared under the direction of the Ad Club's Educational Advisory Board. H. O. Stone, secretary of Pacific National Advertising Agency, is chairman of the group. The statement explains that the course is: "Dedicated to the advancement of those, new in the advertising profession, who have chosen advertising as their career, and who feel they need the helping hand of those who now guide the destinies of the profession. That advertising may better serve our way of life and the people advertising may attain a greater share of the regards of business."

FOR SALE

Absolutely new Wincharger type 300, 360′ tower including: A-4 lighting, 1 extra set metal earth anchors, 1 top guy set and mounting plates for GE 6-bay FM antenna. Also, new General Electric type BY-6-A, 6-Bay FM antenna complete for installation atop Wincharger type 300 tower. Tower, FM antenna stored and ready for immediate delivery at cost price of $11,413.50.

BOX 282, BROADCASTING

KCRG, CEDAR RAPIDS AM OUTLET, LAUNCHED

LAUNCHING of the *Cedar Rapids* (Iowa) *Gazette's* new AM station, KCRG, on Dec. 20 followed by approximately one month the start of operations of the Gazette Co.'s FM station, KCRK. The AM outlet, on 1600 kc with 5 kw, is operating from 5:30 a.m. to midnight, while its sister FM station, which took the air Nov. 16, operates seven and a half hours daily with 18 kw radiated power on 96.9 mc (Channel 245).

Mr. Biggar

Dedicatory programs on KCRG were broadcast 9-10 p.m. on Dec. 20 and 8:30-10 p.m. on Dec. 21. They featured, in addition to orchestral and vocal numbers, greetings from executives of MBS, with which KCRG is affiliated, from personalities heard on Mutual and from national, state and local political figures. Cedar Rapids' mayor, Frank K. Hahn, and numerous local civic, religious and educational leaders appeared personally on KCRG during the dedication. Several Middle West stations sent verbal and musical salutes, the station reports. Programs on KCRG's first day of operation also included an interview with Henry Ford II.

General manager of KCRG-KCRK is George C. Biggar. Other personnel includes: Neil C. Conklin, commercial manager; Wayne L. Babcock, chief engineer; Wade Patterson, program and news director; Edna A. Herbst, promotion-publicity director; Jack Paulsen, continuity editor; Wally Pearson, chief announcer; Emmett Hassett, sports director; Mrs. Margaret Ramson, traffic manager; Phyllis Raftery, music librarian, and Roger Sherman, office manager. Rural programs are in charge of Rex Conn, *Gazette* farm editor, assisted by Dan Jackson, farm announcer.

The KCRG-KCRK transmitter and towers are eight miles east of Cedar Rapids and studios and offices in downtown Cedar Rapids. Collins Radio Co., a Cedar Rapids concern, built and installed practically all of the technical equipment.

New Jury-Listeners

FROM PROSECUTOR to broadcaster overnight is the story of Bernard G. Peter, who has resigned as Asst. State's Attorney for Baltimore City to become general manager of WMCP, new FM outlet in Baltimore. Mr. Peter had held the government position for the past nine years and before that he was engaged in the newspaper and publishing business in Baltimore. WMCP expects to take the air about Feb. 1, 1948 with 20 kw on channel 234, 94.7 mc.

New KURV-FM Edinburg, Operates Sunrise-9 p.m.

KURV-FM Edinurg, Tex., took the air Christmas Day, operating on 104.9 mc. (channel 285) with effective radiated power of 1000 w. Program schedule of the AM daytime station, KURV, is duplicated on the new FM affiliate from sunrise to sunset, after which time KURV-FM programs local talent until 9 p.m.

Louis Aiken, general manager of both stations, has announced that until further notice, present AM sponsors will get FM as a "free bonus."

Mr. Aiken also announced the following changes in the stations' staff: Jane Trimmer, formerly with WARL Arlington, Va., promoted to manager of station operations; Marylouise Graymount, formerly with WINX Washington, director of women's activities; and Dorothy Qualls, previously with KNOW Austin and KWBC Fort Worth, continuity editor.

Forjoe & Co. represents both KURV and KURV-FM nationally.

FINANCIAL WRITER HITS KALTENBORN'S STAND

H. V. KALTENBORN, NBC news commentator, again has been taken to task for his criticism of the Chicago Board of Trade.

Phil Hanna, financial editor of the *Chicago Daily News*, in his Dec. 22 column, chided Mr. Kaltenborn for remarks the commentator made in a recent Miami speech.

"One would think from Mr. Kaltenborn's remarks that all any man had to do to make money in the grain exchange was to have money with which to speculate. By implication every trader on the exchange was raising the price of wheat against the user of bread," Mr. Hanna wrote.

In defense of grain speculators, the financial writer said it was the "short seller" who exerted a depressing influence on prices. He called on Mr. Kaltenborn's sponsor, the Pure Oil Co., to give a spokesman from the Chicago Board of Trade time in which to defend its business practices.

Leo Burnett Co., Inc., Chicago agency representing the oil company had indicated Dec. 23 it would ask the commentator to answer Mr. Hanna's comments but said Mr. Kaltenborn's remarks on stock market speculating were not directed "specifically" against the Chicago Board of Trade.

KWAD Towers Up

WITH ERECTION of two towers completed, KWAD expects to be on the air within two months at Wadena, Minn., H. G. Alexander, general manager of Associated Broadcasters Inc., the KWAD permittee, announces. KWAD will be a 1-kw unlimited time operation on 920 kc. Studios will be in Wadena's First National Bank Bldg.

KENNETH SICKINGER (l), advertising manager of the radio division, and Samuel Insull Jr., vice president and radio division director, arranging a display for the Stewart-Warner Corp. open house held in Chicago last month. Event celebrating firm's 35th anniversary drew 15,000 people comprising employes, their families and friends

TORRINGTON STATION OPERATING ON 1 kw

WLCR Torrington, Conn., new daytimer on 990 kc, 1 kw, began operations Jan. 1, it was announced by Frederick E. Bieber, general manager.

WLCR is owned by The Litchfield County Radio Corp., of which J. Richard Dobbins is president. General Manager Bieber, former assistant manager of WTHT Hartford, supervised all phases of the construction of the new station.

Program department personnel of WLCR includes Bob Shield, formerly with WDRC Hartford, and Hal Koset, previously with WLIB New York.

Two New FM Stations Go on Air In Alabama

TWIN DEBUT of WSGN-FM Birmingham and WHBS-FM Huntsville, Ala. took place Dec. 21. The former, owned and operated by the Birmingham News Co. operates with 7920 w effective radiated power on 93.7 mc. (channel 229), and the latter, owned by the *Huntsville Times*, broadcasts on 95.1 mc. (channel 236).

Outstanding features of FM were explained in WSGN-FM's initial broadcast, also carried over WSGN. Taking part were Henry P. Johnston, executive vice president of *The Birmingham News* and managing director of the two stations; Gene Plumstead, program director of WSGN and WSGN-FM; Jimmie Willson, program manager of WAFM (FM) Birmingham; Craig Lowe, WSGN announcer, and Mrs. Johnston formerly featured on WSGN.

"TOYS For Tots", a drive which will become an annual promotion of WWRL New York, resulted in the collection of hundreds of toys that were distributed at Christmas time to needy children. Daily announcements urging radio listeners to contribute the toys were aired over WWRL during December.

PIE'S A STAR IN ANY LEAGUE!

Baseball's immortal Pie Traynor has been a glittering KQV sports star for over two years. Pie's greatness goes right on, in his nightly sport chats and through Pie's numerous and inspiring speeches. KQV stars are continually building this same sort of good will, which passes right along to KQV advertisers as a big bonus in listener preference and response!

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network · Natl. Reps. WEED & CO.

Car Radio Increase

EIGHT out of every 10 new passenger cars will be equipped with a radio, according to Sylvania Electric Products Inc., New York. Only slightly fewer passenger cars will be produced in 1948 as compared to 1941 production, the firm said, and 84% will be equipped with radios. That means a total of about 2,860,000 units and a gain of approximately 265,000 over the 1941 record.

Community

(*Continued from page 18*)

stations must get their main revenue from stores. Therefore they must learn how to service retail advertisers.

"Fortunately, research and developmental work have brought amazing advances in radio-retail techniques. National Retail Dry Goods Assn. has stimulated thousands of stores radiowise by its annual broadcasting contests. Retailers are learning from each other that modern advertising consists of more than merely filling white space with drawings and prices. They are discovering the powerful impact of the spoken message.

"NAB opened the way originally for retail development with its 1943 retail promotion plan, which led to the 1945 Joske clinic in San Antonio, and intensive follow-up ever since. The association maintains a special division to advise stores and stations in use of the medium. It is directed by Miss Lee Hart, who was radio director of Joske's during the 1945 clinic.

Allied Stores' Research

"Radio development by retail organizations kept pace. For example, Allied Stores Corp., nationwide organization operating department stores, maintains an operating and experimental unit for the development of radio techniques. Joske's of Texas is an Allied store. The research includes special studies in use of television, a promising medium for retail selling.

"Successful radio selling by stores can have an important influence on further growth of network and spot advertising, since suppliers watch closely every new wrinkle in advertising and retailing. During the Joske clinic, to cite one example, sales of a cosmetic line jumped amazingly through use of the beamed program technique. The president of the cosmetic company flew to San Antonio to find out what was going on, and soon became a radio convert on a national basis. Manufacturers understand that language of sales increases.

"Food, along with drugs and toiletries, comprise the chief sources of broadcast income. They are things people need every day.

"Least progress has been made in the soft lines—clothing, textiles and accessories. Radio is short in these categories, with black-and-white getting the bulk of the business. Network and spot have never made important progress in cracking these lines. Shoes seldom use radio nationally.

"Now, as retail stores use radio on a local basis effectively to sell such products, the natural development will be for those same retailers to ask for national advertising support on the radio. National manufacturers who have been putting their appropriations into space media because that's what their dealers demanded, can shift appropriations as the retailers swing to radio.

Other Types

"Many other types of products and services are open to the enterprising broadcaster. Effects of the long-range industry campaign to develop broadcast advertising are just being felt. The snowball is starting to roll. If stations sell and service retail advertising intelligently, more advertising money will be available than they can possibly use.

"There's room for many hundreds of new stations—AM, FM and television. They will take nothing away from network and national spot, but build the special types of business suited to their special performance.

"The new era—the Community Era—has arrived in radio at last. Its progress should amaze the optimists and confound the pessimists."

Preston New Commercial Program Director of WGN

APPOINTMENT of Walter J. Preston as commercial program director of WGN Chicago effective Jan. 5 (today) was announced last week by Frank P. Schreiber, station manager.

Mr. Preston, who has been active in an executive radio capacity since 1925, will have charge of program development for WGN, devoting his time to building new programs and strengthening shows currently on the air. Buckingham Gunn continues as program director.

Mr. Preston entered radio in 1925 when he was appointed manager of WIBO Chicago. Successively he held executive positions with WBBM Chicago, WINS New York and Cowles Iowa Network. In 1937 he returned to WBBM where he was placed in charge of Wrigley Productions and later, in 1941, program operations, a position which he resigned a few months ago [BROADCASTING, Sept. 22].

Hon. Tom Kivan
George Hartman Co.
307 N. Michigan Ave.
Chicago 1, Illinois.

Dear Tom:

You've heard about our Salvation Army Christmas basket show. We raised $7-409.50. Then after about 5 hours o' broadcastin' this special show which was all live—an full o' special requestin', donatin' an' carryin' on—the broadcast crew made a remote o' a 300,000 dollar fire. Berton Sonis, Virgil Schmit, Mort Cohn, Bill Dixon and Bob Morris were the principles . . . best part o' it wuz that they took Major Ward of the Salvation Army along to pass out coffee an' donuts to the firemens . . . a nice evenin' work . . . but, what else would you expect o' 5000 watts at 580 . . . with Columbia programs too . . . yep. real service.

yrs.

algy.

WCHS

Charleston, W. Va.

NAB Estimates 1947 Gross Is $357,296,000, Up 8.2%

GROSS broadcast time sales in 1947 (actual sales minus frequency and promotional discounts) were estimated last week at $357,296,000 by Dr. Kenneth H. Baker, NAB Director of Research. This represents an increase of 8.2% over 1946.

Using a sample which Dr. Baker says is projectable to the entire broadcasting industry, the estimates show an increase of $20,000,000 in local advertising, bringing the total above network advertising for the first time since records have been kept.

A recent survey by Dr. Baker [BROADCASTING, Dec. 1] showed station sales up about 8% in 1947, with operating expenses up 9%. [It is understood the latest survey covered 50 stations.]

In compiling the latest estimates, NAB said the arrival of new stations was taken into account, with 1,062 licensed stations (1,524 including CPs) as of Jan. 1, 1947, and 1,500 licensed stations (about 2,000 including CPs) as of Jan. 1, 1948. All estimates of 1946 local advertising "were seriously under the actual figures," says NAB, "especially those for local retail advertising, as revealed by the FCC recently."

Local revenue rose 17% in 1947 over 1946, NAB found; national spot rose 9.7%; national network was off 0.7%; regional was off 3.4%.

NAB did not touch FM time sales in its survey.

Correcting for underestimating of 1946 revenue, and adding the expected increase for 1947, NAB showed these increases and decreases:

GROSS REVENUE

	1947	1946
National net	$125,796,000	$126,739,000
Regional net	5,500,000	5,728,000
National spot	90,000,000	82,917,000
Local retail	136,000,000	116,380,000
Total	357,296,000	331,764,000

NAB estimated gross billings (based on one-time rate for comparison with other media using the gross billing formula) at $500,900,000. This compares to $433,000,000 in 1946, as computed in NAB's annual "Charts and Tables" for the broadcast industry.

Stations participating in the NAB computation were asked their percentage change in the four categories of time sales. All were on the air Jan. 1, 1946. New stations are estimated to have developed $14,000,000 in local business during the year, with spot sales of $1,500,000 to $2,000,000.

KFMB sells SAN DIEGO

Buying-power for your product! San Diego leads all U. S. cities for the sixteenth time* in two years in per capita retail sales and services. Reach California's 3rd great market from "within" with KFMB.

* June, 1947

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

SPEARHEADING THE PROGRESS OF FM

WASHington D.C.

RADIO'S BEST BUY IN THE NATION'S CAPITAL

WASH FM

EVERETT L. DILLARD
GEN. MGR.

1319-F-STREET, N.W.

FCC Actions

(Continued from page 59)

Applications Cont.:

Assignment of License

KSFA Nacogdoches, Tex.—Consent to assignment of license to Nacogdoches Bcstg. Co. Inc.

AM—1350 kc

Radio Delano, Delano, Calif.—CP new standard station 1350 kc 1 kw D.

December 30 Decisions . . .

BY COMMISSION EN BANC

FM Grants

Authorized two conditional Class A FM grants, one in lieu of previous Class B grant; issued CPs three Class A and five Class B stations and seven Class B CPs in lieu of previous conditions.

Hearing Designated

Whittier Bcstg. Co., Whittier, Calif.—Designated for hearing application for Class A FM station, in consolidated proceeding (Dockets 8321 et al) upon issues 1 and 6 inclusive set forth in FCC order of April 23, scheduled to be heard in Los Angeles Jan. 21.

TV—76-82 mc

Liberty Bcstg. Corp., Atlanta, Ga.—Granted CP new TV station, Channel 5, 76-82 mc, power 17.768 vis, 9.37 kw aur, ant. 555 ft.

Waiver Extended

Adopted order extending from Dec. 31, 1947 to March 31, 1948, waiver of requirements of Sec. 3.661(a) of TV rules which requires TV licensees to broadcast 2 hrs. minimum in any given broadcast day and not less than 28 hrs. per wk.

Request Denied

News Syndicate Co. Inc., New York—Denied request for postponement of oral argument in New York FM cases; extended time for filing briefs from Jan. 6 to Jan. 9, 1948.

Action Withheld

KILO Grand Forks, N. D.—Held in abeyance action on KILO's renewal of license, pending securing of further information, and present license was extended on temporary basis only to March 1, 1948.

KFJM Grand Forks, N. D.—Held in abeyance action on KFMJ's application for renewal of license, pending securing of further information, and present license was extended on temporary basis only to March 1, 1948.

Assignment of License

KRDO Colorado Springs, Col.—Granted assignment of license from Pikes Peak Bcstg. Co., co-partnership, to Pikes Peak Bcstg. Co., corporation.

Relinquishment of Control

KFAB et al Omaha, Neb.—Granted consent to the relinquishment of affirmative control over KFAB Bcstg. Co. by Sidles Co. to Star Printing Co.

Transfer of Control

WSGC Elberton, Ga.—Granted voluntary transfer of control of Elberton Bcstg. Co. from John L. Barnes to Harry G. Thornton and Gradus T. Christian, each of whom now own 33-1/3% stock interest in licensee.

Hearing Designated

Marion Bcstg. Co., Marion, Ill.—Designated for hearing application for new station 1150 kc 250 w D.

Patrick G. Smith, Bishop, Calif.—Designated for hearing application for new station 550 kc 250 w D.

AM—1150 kc

Tri-County Bcstg. Co., Rock Hill, S. C.—Granted CP new station 1150 kc 1 kw D; engineering cond.

Modification of CP

KSBW Salinas, Calif.—Granted mod. CP for approval of DA system and to specify studio location; Sec. 3.30 waived.

KEYS Corpus Christi, Tex.—Granted mod. CP to make changes in DA and change type trans.; engineering cond.

WIPR Santurce, P. R.—Granted mod. CP to change main studio location of WIPR from University of Puerto Rico, Rio Piedras, to Stop 20, Ponce de Leon Ave., Santurce, P. R.

Petition Granted

Turlock Bcstg. Group, Turlock, Calif.—Granted petition requesting that its application for new station 1390 kc 1 kw unl. be designated for hearing in consolidated proceeding with Frank M. Helm et al Docket 7830 et al, scheduled Jan. 12, 1948.

Petition Denied

Columbia Bcstg. Service Inc.—Adopted memorandum opinion and order denying petition requesting reconsideration of Commission action of Oct. 10, 1947, denying petition of Clear Channel Bcstg. Service requesting certain information concerning FM.

Extension Granted

Clear Channel Bcstg. Service and National Bcstg. Co.—Granted requests for extension of time to file briefs in Docket 6741 and 8333; extended time from Jan. 5 to Jan. 12, 1948.

License Term

Adopted order directing that license term for every international broadcasting station presently licensed shall end at earlier of following dates: (a) March 31, 1948, or (b) first day on which its operations are not controlled, by agreement or otherwise, by Department of State, Office of International Information and Cultural Affairs, or other government agency supervising operation of international broadcasting; provided, that this shall be without prejudice to consideration of appropriate application filed by licensee of any such station for authority to operate otherwise.

December 30 Applications . . .

ACCEPTED FOR FILING

AM—1390 kc

Turlock Bcstg. Group, Turlock, Calif.—CP new standard station 1390 kc 500 w D. AMENDED to change power from 500 w to 1 kw; hours from D to unl.; install DA-N, non-directional D; changes in ground system and change trans. location.

Modification of CP

KUOA-FM Siloam, Spring, Ark.—Mod. CP which authorized new FM station for extension of completion date.

WSRK Shelbyville, Ind.—Mod. CP which authorized new FM station for extension of completion date.

FM—105.9 mc

Boston Radio Co. Inc., Boston—CP new FM station (Class B) on Channel 290, 105.9 mc, ERP 50 kw and ant. height above average terrain 352 ft.

Modification of CP

WCOL-FM Columbus, Ohio—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WPAM-FM Pottsville, Pa.—Same.

WCLC Clarksville, Tenn.—Same.

WPLH-FM Huntington, W. Va.—Same.

FM—88.5 mc

The County of Los Angeles, Calif.; Mt. Wilson, Calif.—CP new FM station non-commercial on 88.5 mc, Channel 203, power of 1 kw. AMENDMENT correcting resolution.

TENDERED FOR FILING

AM—1400 kc

Arvo Haapanen, Arcata, Calif.—CP new standard station 1400 kc 250 w unl.

Stock Acquisition

KCOL Fort Collins, Col.—Acquisition of stock owned by Wilbur E. Rocchio in licensee by J. Herbert Hollister. (38 sh. capital stock).

Modification of CP

WAKR Akron, Ohio—Mod. CP to make changes in DA.

Assignment of License

WKRC WCTS-FM Cincinnati, Ohio—Consent to assignment of license of standard station WKRC and FM station WCTS to Radio Cincinnati Inc.

AM—650 kc

Jack Cecil, Midland, Tex.—CP new standard station 650 kc 250 w D.

FCC Box Score

FCC BOX SCORE of actions as of last Friday stands as follows: Standard stations—1,518 licensed, 450 construction permits, 263 applications in pending file, 374 applications in hearing; FM—84 licensed, 222 conditional grants, 745 CPs (of which 286 are on air under special temporary authority), 58 applications pending, 54 applications in hearing; television—six licensed, 66 CPs (of which 11 are on air), 66 applications pending, of which 33 are in hearing.

December 31 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)

Announced final decision granting application of Lee-Smith Bcstg. Co. for new station Fairbault, Minn., 920 kc 1 kw unl. DA-DN, subject of approval of trans. site and ant. system by CAA; and denial of application of KFNF Inc. for CP change trans. site of KFNF Shenandoah, Iowa, install new ant. system and increase D power to 5 kw (presently operating 920 kc 1 kw-D 500 w-N), without prejudice to immediate filing of application specifying operation which will provide operation of Lee-Smith Bcstg. Co. and other proposed and existing stations with protection in accordance with Commission's standards. (Comrs. Coy, Jett and Jones not participating).

Adopted order granting petition filed by Patrick Joseph Stanton insofar as it requests reopening of record and accept into record additional evidence; and record in proceeding is reopened and affidavits of James T. Duffy Jr. and Patrick Joseph Stanton, dated Oct. 3, 1947, and Oct. 6, 1947, respectively, are accepted into evidence in said proceeding. Further ordered that application of Patrick Joseph Stanton for Class B FM station in Philadelphia is granted, 106.9 mc (Channel 295), 20 kw, ant. 370 ft.; cond. (Comrs. Jett and Jones not participating).

Adopted final decision granting application of Citizens Bcstg. Co. Inc. for new station at Abilene, Tex. 1340 kc 250 w unl., subject to cond. that applicant file within 60 days from grant application for mod. CP specifying trans. site and ant. system meeting requirements of Commission's standards. Application of Abilene Bcstg. Co. for same facilities is denied. (Comrs. Coy, Jett and Jones not participating).

BY COMMISSION EN BANC

AM—1310 kc

Four States Bcstrs. Inc., Joplin, Mo.—Granted CP new station 1310 kc 5 kw-D 1 kw-N using different DA-DN unl., subject to approval of proposed trans. site and ant. system by CAA, and to cond. that applicant take proper corrective action with respect to all interference complaints arising out of blanketing and cross-modulation effects.

AM—1390 kc

WLAN Lancaster, Pa.—Adopted order granting petition of Peoples Bcstg. Co. for leave to amend its application by

KSFO SAN FRANCISCO 560

MUSIC MOVES MERCHANDISE

Top-name advertisers are cashing-in on KSFO's planned music because it pays off . . . moves merchandise. Ask your Bolling Company representative.

Wesley I. Dumm, President
Philip G. Lasky, Vice-President

submitting additional engineering data; reconsideration of Commission's action of April 30, 1947 in designating said application for hearing, severance and grant of said application. Commission accepted said amendment, removed application from hearing docket and granted CP to change frequency from 1320 to 1390 kc, hours from D to unl., install DA and change trans. location, subject to approval of proposed trans. site and ant. system by CAA, and subject to acceptance of whatever interference might be received from proposed operation of WEAM Arlington, Va.

Order to Show Cause

KTSW Emporia, Kan.—Adopted order to show cause at hearing on Feb. 2, 1948, in Washington, (1) whether transfer of control of Emporia Bcstg. Co. to R. J. Laubengayer, Sidney F. Harris and John F. Harris, acting jointly and by agreement, written or oral, was consumated on or before July 15, 1946; (2) whether Emporia Bcstg. Co. and R. J. Laubengayer, Sidney F. Harris and John F. Harris, have violated Sec. 310 (b) of Act and Sec. 1.321 of Commission's rules by failing to file application for transfer of control of Emporia Bcstg. Co. to H. J. Laubengayer, et al, and by failing to comply with provisions of Sec. 1.321 of rules; and (3) whether in event Commission should find that such violation occurred, Commission should institute proceedings looking to revocation of license of Emporia Bcstg. Co. for KTSW, or require compliance with provisions of Sec. 310 (b) of Act and rules.

BY THE COMMISSION

Motion Denied

The Four States Bcstg. Co. Inc., Hagerstown, Md.—Denied without prejudice to filing of motion at later date requesting simplification of issues pursuant to Sec. 1.814 of rules on prehearing conference, petition of Four States requesting advancement of hearing date scheduled Feb. 23, 1948, to as early as possible; and further requesting deletion of issues No. 2-6 designated for hearing in Commission's order of Aug. 28, 1947.

Hearings Before FCC . . .

JANUARY 5

AM—Further Hearing

WDZ Bcstg. Co., Decatur, Ill.—CP 1050 kc 1 kw D.

AM—Further Hearing

Washtenaw Bcstg. Co. Inc., Ann Arbor, Mich.—CP 1240 kc 250 w unl.

T-C Bcstg. Corp., Lansing, Mich.—Same.

Motor State Bcstg. Co., Ypsilanti, Mich.—Same.

Suburban Bcstrs. Jackson, Mich.—Same.

Intervenor: WLOK Detroit.

AM—Further Hearing

Logansport Bcstg. Corp., Logansport, Ind.—CP 1230 kc 250 w unl.

Kosciusko Bcstg. Corp., Warsaw, Ind.—CP 1220 kc 250 kw D.

Party respondent: WJOB Hammond, Ind.

JANUARY 5-6

AM—Hearing

Utah Valley Radio Bcstg. Co., American Fork, Utah—CP 1400 kc 250 w unl.

Springville Radio Co., Springville, Utah—Same.

To be held Jan. 5 in City Hall, Springville, and Jan. 6 in City Hall, American Fork.

AM—Hearing

Blackhawk Bcstg. Co., Sterling, Ill.—CP 1240 kc 250 w unl.

WTAX Springfield, Ill.—Same.

Parties respondent: WSBC Chicago; WEDC Chicago; WCRW Chicago; WQUA Davenport, Ia.; KBIZ Ottumwa, Ia.; KWLC Decorah, Ia.; KDEC Dubuque, Ia.; WIBU Paynette, Wis.; WHBF Rock Island, Ill.; WJBC Bloomington, Ill.; KFMO Cape Girardiau, Mo.; WEBQ Harrisburg, Ill.; KWOS Jefferson City, Mo.

To be held Jan. 5 in City Court Room, Sterling, and Jan. 6 in Room 314 Federal Bldg., Springfield.

JANUARY 6

AM—Further Hearing

Coastal Bcstg. Co., Lakeland, Fla.—CP 1230 kc 250 w unl.

WSIR Winter Haven, Fla.—Same.

Intervenor: WDAE Tampa, Fla.

JANUARY 7

AM—Further Hearing

WGBF Evansville, Ind.—CP 1280 kc 5 kw unl. DA.

WMRO Aurora, Ill.—CP 1280 kc 250 w-D 100 w-N unl.

Intervenors: WDSU New Orleans and KSFT Trinidad, Col. Party respondent: WTCN Minneapolis.

JANUARY 7

AM—Hearing

Piedmont Bcstg. Co., Greenville, S. C.—CP 1440 kc 250 w unl. DA-N.

Harold H. Thoms, Spartanburg, S. C.—CP 1440 kc 1 kw unl. DA.

WMRC Greenville, S. C.—CP 1440 kc 5 kw unl. DA-DN.

Brunswick Bcstg. Corp., Brunswick, Ga.—CP 1440 kc 1 kw unl. DA-N.

JANUARY 8

AM—Hearing

KOOS Coos Bay, Ore.—CP 630 kc 1 kw unl.

Petition to intervene pending by KOH Sacramento, Calif.

AM—Hearing

KOY Phoenix, Ariz.—CP 550 kc 5 kw-D 1 kw-N unl.

AM—Hearing

Capitol Bcstg. Co., Trenton, N. J.—CP 1260 kc 1 kw unl.

WSWZ Inc., Trenton, N. J.—CP 1260 kc 5 kw unl. DA.

Morristown Bcstg. Co., Morristown, N. J.—CP 1250 kc 500 w D.

Intervenors: WHOL Allentown, Pa.; WNDR Syracuse, N. Y.; WNAC Boston; WCAU Philadelphia. Parties respondent: WOV New York and WHBI Newark, N. J.

JANUARY 8-9

AM—Hearing

Oral J. Wilkinson, Murray, Utah—CP 1230 kc 250 w unl.

Weber County Service Co., Ogden, Utah—CP 1240 kc 250 w unl.

To be held Jan. 8 in County Court House, Murray, and Jan. 9 in Federal Court Room 210 at Ogden.

Parties respondent: KOVO Provo and KVNU Logan, Utah.

JANUARY 9

AM—Hearing

Metropolitan Houston Bcstg. Co., Houston, Tex.—CP 1060 kc 1 kw-N 5 kw-D DA unl.

AM—Hearing

Rochester Bcstg. Co., Rochester, Minn.—CP 970 kc 1 kw unl. DA.

Parties respondent: WDAY Fargo, N. D., and WHA Madison, Wis.

Feature

(Continued from page 10)

ments brought to the doors of the Farley Co. was too large for the store to handle, and in the first day's sale stocks were so depleted that it was impossible to stay open as late as 9 p.m., the originally announced closing hour.

Two busloads of out of town customers and 1500 local residents tried to get in after the store closed the first day. Later spot announcements corrected the closing hour.

C. J. Farley, owner of the dry goods concern, expressed astonishment and complete satisfaction with the response to his advertising by radio campaign. He said that previous experience with other media had never produced as excellent results.

COURTESY OF WIRA

7-Year-Old Invalid Showered With Gifts

WHEN DOUG SILVER, manager of WIRA Ft. Pierce, Fla., found out that a little girl in his town was dying of cancer, his station went into action.

Mr. Silver learned on Dec. 15 that Reba Nell Bowman, who would be seven years old Dec. 18, might not live until Christmas. He suggested a combination Christmas-birthday party, and her parents and the doctor heartily agreed.

The first appeal went out over WIRA's antenna Dec. 16 on Mrs. Doug Silver's morning show, *Join the Ladies.* For two days a procession of townspeople filed into the WIRA offices bearing toys for the little girl's early Christmas.

Organizations pitched in—the Elks club would bring a roast turkey; the Ft. Pierce Police Dept. sent a blue silk dress; Jack Harris, a local real estate man, promised to play Santa.

On Thursday morning Dec. 18 Santa came to Reba's house.

The kids from Reba's fourth grade class sang Christmas carols, and the WIRA tape recorder preserved the whole thing and broadcast them to the townspeople that night. The next day, by popular request, the broadcast was repeated, and the principal of the elementary school, C. W. Isbill, had the broadcast time announced in all classrooms so all children could hear it.

* * *

SANTA CLAUS makes his last visit. Doug Silver (at mike), is recording the event on tape recorder while Reba Nell Bowman lies surrounded by presents and letters she received from listeners.

Dyke at White House

KEN R. DYKE, NBC administrative vice president, was a White House caller last Tuesday as member of a committee representing a United Nations group sponsoring juvenile relief. President Truman was invited to deliver an address on behalf of the movement

47.7%

of all

Iowa radio families

"LISTEN MOST"

to

WHO

(during daytime)

8.9% to Station B!

●

50,000 Watts
DES MOINES

Free & Peters, Inc.
Representatives

KFXJ

Passes Another

Milestone

22 YEARS

1926 — 1948

Western Colorado's

PIONEER

Radio Voice

GRAND JUNCTION

WFIL-FM Begins Regular Fax Service With 2 Editions Daily

RACE TO BE THE FIRST station to start a regular and permanent facsimile service apparently was won last Monday (Dec. 29) by the *Philidelphia Inquirer* station, WFIL-FM, which has begun sending two editions daily.

First broadcasts were received at 12:15 p.m. at the start of the annual conventions of the American Assn. of Teachers of Journalism and the American Assn. of Schools and Department of Journalism, both held at the Warwick Hotel.

Next day the station started sending two facsimile editions of *The Inquirer* daily, an eight-pager at 2:15 and a four-pager at 5 p.m. This schedule will be maintained daily, Mondays through Fridays.

Formal announcement of the inauguration of the service was made by Roger W. Clipp, general manager of *The Inquirer* stations. He also announced that only a limited number of recorders were in operation, but others will be installed at various points in the city this month as they are received from the manufacturer.

The first recorders were installed in the Widener Bldg., where WFIL has its station, and in the Bellevue-Stratford Hotel in downtown Philidelphia. Other demonstration sites will be announced, and demonstrations also are being scheduled before large groups by the station.

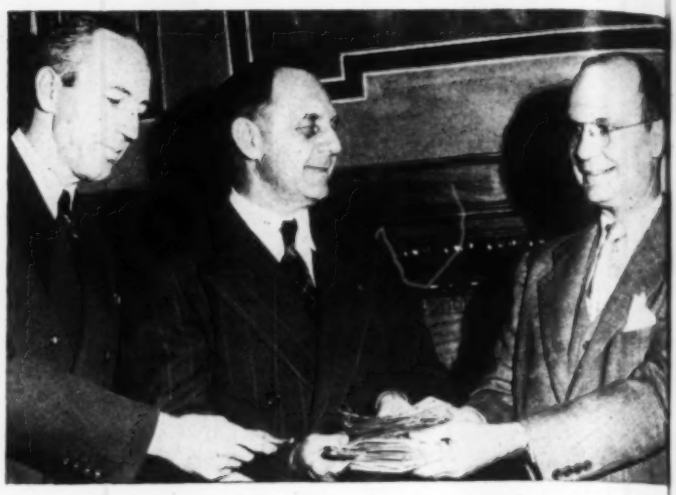
WFIL has indicated that it expects to have 36 recorders in the near future. The models now being put into use were constructed by the General Electric Co. in accordance with specifications set by Radio Inventions Inc., the firm conducting facsimile research and development for the Broadcasters' Facsimile Analysis group.

Pages of the facsimile edition sent by *The Inquirer* measure 8" x 11" and contain many of the regular features of a daily newspaper—news, features, pictures, cartoons, women's pages and crossword puzzles. The edition is written and edited in *The Inquirer's* facsimile news room. The pages are placed on a scanner and carried over an equalized telephone line to the WFIL-FM transmitter in the Widener Bldg. four blocks away.

The FM station broadcasts on 102.1 mc and is on the air daily from 3-10:05 p.m. but regular FM transmission is interrupted only from 5-5:15 for the late facsimile edition.

The Inquirer has been experimenting with facsimile broadcasting since 1939, when the front page of the newspaper was transmitted from RCA laboratories in Camden to the studios of WCAU Philadelphia. The war interrupted such experiments but in 1945 *The Inquirer* joined with other newspapers and radio interests in forming the Broadcasters' Facsimile Analysis group to forward research and development in the field.

In May 1947 *The Inquirer* and WFIL-FM gave Philadelphians a preview of their facsimile newspaper, broadcasting daily editions for one week with demonstration recorders set up in large department stores and other public gathering places. In September they set up a facsimile news room in Atlantic City and broadcast daily editions during the NAB convention.



GREENBACKS that helped to send the U. of Kansas band to Miami Fla., for the Kansas-Georgia Tech New Year's Day football game in the Orange Bowl are turned over to Gov. Frank Carlson of Kansas (center) by Ben Ludy (r), general manager of WIBW Topeka. The greenbacks represent part of the money raised by the WIBW staff to help finance the band's trip. Russell Wiley, director of the band, is at left.

Durr Scores

(*Continued from page 17*)

opinion in the FCC's "Avco Decision" in 1945.

Asserting that agencies can become too lax in carrying out the will of Congress, he said "there is a tendency on the part of administrative agencies to be overtaken in time by a sort of lassitude which makes them almost totally ineffective; or else they come to regard themselves not as protectors of the public interest but as servicing organizations for the industries they are supposed to represent."

He said that members of agencies often mistake industry representatives, with whom they are in constant contact, for the general public, with whom they are not, and that similarly they sometimes in fear confuse the voices of a few Congressmen for the voice of Congress itself.

Mr. Durr emphasized that the illustrations he gave referred to a "mythical" agency and had "no relationship whatsoever with the agency of which I happen to be a member." His speech criticizing FBI having been construed by FBI Chief J. Edgar Hoover as an expression of the views of the entire Commission—which FCC repudiated—he was careful to preface his last week's observations with the explanation that they were "entirely personal."

FCC AGAIN EXTENDS VIDEO 28-HOUR RULE

ANOTHER three-month extension of the waiver of television's "28-hour rule" was ordered by FCC last week, the waiver to extend to March 31, 1948.

The rule would require television stations to operate a minimum of two hours daily and not less than 28 hours a week, but has been consistently waived. Had it not been extended, the last waiver would have expired Dec. 31.

The Commission's order explained that "the continued existence of construction difficulties and operating problems," and the pendency of the proposal to reallocate Television Channel 1 to other services and eliminate the sharing of other video frequencies made it desirable to continue the waiver.

Means to Better Service Topic for RMA Committee

PROJECTED campaign to improve radio set servicing and to eliminate abuses will be taken up by the Service Committee of Radio Manufacturers Assn. at a meeting to be held Jan. 9 at the Stevens Hotel, Chicago. Plans to guide the public in selecting reputable service shops will be considered. [CLOSED CIRCUIT, Dec 29].

Under Chairman W. L. Parkinson, Syracuse, N. Y., the committee will prepare a program for submission to the RMA board at its Jan. 22 midwinter conclave in Chicago. The board recently opposed proposed municipal legislation to license technicians and servicemen in New York. Sponsors of the legislation deferred action while RMA went to work on a self-regulatory plan.

Under RMA sponsorship an experimental radio technicians clinic will be held Jan. 11-13 at the Bellevue-Stratford Hotel, Philadelphia. RMA President Max F. Balcom will address the opening session.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President*

GEORGE H. ROEDER *General Manager*

Exclusive National Representatives

WEED & CO.

New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

WORLD'S BEST TOBACCO MARKET

WBTM-FM

DANVILLE, VIRGINIA

32,000 WATTS

97.9 MEGACYCLES

GEORGE P. HOLLINGBERY CO.

National Representatives

WORLD'S BIGGEST TEXTILE MILLS

A UNITED AMERICA
WSM Begins New Documentary Series on Freedom

AN HOUR-LONG musical documentary, with more than 200 entertainers, producers and technicians taking part, will be aired by WSM Nashville tonight (Jan. 5) 9-10 p.m. (CST), as the first in a series of 13 special programs on freedom.

The kick-off broadcast, *Freedom Theatre*, which will salute the Freedom Train arriving in Nashville this week, begins a year of rededication, according to the station. The 12 programs to follow will all dramatize the importance of a strong and united America.

Arrangements also have been made for *Freedom Theatre* to be carried live over WNYC-FM New York, tonight from 10 to 11 p.m. (EST). Show transcribed to be rebroadcast over WNYC tomorrow night, 9 to 10 p.m.

Scheduled to take part in the show are WSM's 26 piece staff band, including the symphonic string section, the station's folk and popular singers, a 15 person dramatic cast and the Fisk Choir, heard as a regular WSM feature every week.

Also included in the 1948 plans is a series of shows to be transcribed at UN headquarters in New York. The first of this series, a special half-hour show, 15 minutes of which was recorded exclusively for WSM, will be aired this week, coincidental with the arrival of the Freedom Train.

Leave NC Network

TWO NORTH CAROLINA stations, WTNC Thomasville and WWGP Sanford, have withdrawn from the North Carolina State Network. Announcement of the withdrawal was made jointly last week by R. F. Van Landingham of the Thomasville Broadcasting Co., WTNC licensee, and W. W. Primm, principal owner and manager of WWGP.

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.,
350 Madison Ave., New York,
(Rep.)
5000 WATTS—NOW!

Promoters' Use of Rose Bowl TV Prompts Some Uneasiness

VIDEO was a sure ticket to the Rose Bowl game on New Year's Day for a Los Angeles television audience estimated variously between 60,000 and 100,000 persons. And it was a solid boost for the medium, most observers agreed. In addition to some 8,000 sets in homes and bars, several promoters had it via large screen showings for a price. Although no direct comment was available there is an uneasiness among radio station licensees over the appropriation of their programs in this manner. Since large-screen promoters are utilizing the telecast as is, industry observers believe there is no basis for legal action particularly in the case of a one-time shot.

The most ambitious large screening was at the Los Angeles Shrine Auditorium where something more than 5,000 non-ticket holders saw the game at the following prices: $2.40, $1.80, and $1.20.

RCA Viewers Used

Utilizing an RCA-Victor screen measuring a reported 12 x 16 feet, the event was promoted by Bert D'Orsay who earmarked profits for purchase of theatre size television screens and sets at veterans hospital. Similar showings utilizing smaller seating capacities and smaller screens were available at the Hollywood Athletic Club ($3.50). Each of these showings attracted approximately 500 viewers. Taking the longest view possible, industry observers feel that the appropriation of program fare being telecast by an individual station will not remain a wide-spread attraction for promoters when ample set owners exist.

Regarding the interim preceding set saturation, none of the Los Angeles licensees cared to go on record. One observer pointed out it would seem unfair that a promoter could avail himself of an event without any expense in the production; yet he felt there was no legal basis for restraining this form of program appropriation.

Another pointed to possible precedent in standard broadcasting between Muzak and MBS in 1941. In this case Muzak was intending to air an MBS broadcast of the World Series and the network sought an injunction. The court issued a temporary restraining injunction on grounds that Muzak was seeking to appropriate MBS programming for commercial gain to itself (Muzak). Yet this preliminary ruling was never taken as far as the New York Appellate Court and its precedent value is considered flimsy.

GE Honors Alexanderson For 45 Years of Service

TESTIMONIAL dinner, honoring the 45 years of service given the General Electric Co. by Dr. Ernest F. W. Alexanderson, was held last week in Schenectady. Dr. Alexanderson is the inventor of the alternator which is said to have given America the lead in radio broadcasting.

Dr. Alexanderson is credited with an average of one patent every seven weeks since he joined the company. His patents have reached 309 in number. The testimonial dinner was held in the Van Curler Hotel, Schenectady.

'48 PRODUCTION TOPIC OF RMA-FMA MEETING

PROSPECTS for increased production of radio sets with AM-FM circuits, along with a report on 1947 production, will be discussed at a joint meeting of the liaison committees of the Radio Manufacturers Assn. and FM Assn., to be held Jan. 9 at the Statler Hotel, Washington.

Substantial boost in FM output is expected by RMA in 1948. Preliminary estimates for 1947 indicate the year's production will exceed 1,000,000 units.

Attending the luncheon meeting will be RMA President Max F. Balcom, Sylvania Electric Products, and FMA President Everett L. Dillard, WASH Washington.

RMA liaison members are:

Larry F. Hardy, Philco Corp.; H. C. Bonfig, Zenith Radio Corp.; Benjamin Abrams, Emerson Radio & Phonograph Corp.; E. Alschuler, Sentinel Radio Corp.; W. R. G. Baker, General Electric Co.; W. J. Barkley, Collins Radio Co.; R. C. Cosgrove, Crosley Division; Frank P. Folsom, RCA Victor Division; Paul V. Galvin, Motorola Inc.; Joseph Gerl, Sonora Radio & Television Corp.; W. P. Hilliard, Bendix Radio; E. A. Nicholas, Farnsworth Television & Radio Corp.; S. P. Taylor, Western Electric Co.

FMA members include:

Thomas F. McNulty, WMCP Baltimore; Sol Chain, WBIB-FM New Haven; George W. Arnold Jr., WTAD-FM Quincy, Ill.; Elias Godofsky, WHNY (FM) Hempstead, N. Y.; C. M. Jansky Jr., Jansky & Bailey; Ben Strouse, WWDC-FM Washington; Matthew H. Bonebrake, KOCY-FM Oklahoma City; Leonard H. Marks, FMA general counsel; Bill Bailey, FMA executive director.

Sports TV Favorite

SPORTS events are the favorite type of program of New Yorkers who buy television receivers, according to results of a survey announced last week by the Allen B. DuMont Laboratories. The survey was made for DuMont by the market research service of New York. Of 1200 persons queried about their favorite video shows, 69% preferred sports, 43% dramatic shows, and 40% movies, according to DuMont. Special events, news, and other types of programs trailed.

THE LONG ISLAND STORY

It's just human nature for people to be interested most in persons, places and events that are closest to them.

Every hour, on the half hour, WHLI broadcasts the news gathered by its own News Bureau of things that are going on right in the Long Island listeners' own home town. That's another kind of program Long Island merchants find pays off at their cash registers.

WHLI 1100 KC
BETWEEN WHN AND WNEW
AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD
LONG ISLAND

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina
5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

ASK YOUR PETRY MAN
About Availabilities in the
YANKEE NETWORK
News Service Editions at
8 A.M. ★ 1 P.M.
6 P.M. ★ 11 P.M.
THE YANKEE NETWORK, INC.
Member Mutual Broadcasting System
21 BROOKLINE AVE., BOSTON 15, MASS.
Represented Nationally by EDWARD PETRY & CO. INC.

5,433,574 Pairs of Ears within reach of Philadelphia's Pioneer Voice.
WIP
BASIC MUTUAL
610 ON DIAL
Represented nationally by EDWARD PETRY & CO.

Kaltenborn Plans 'Pioneer Network'

Would Start Subscription Program Project In 10 Cities

NEW subscription network project, Pioneer Network, under which the public would foot the bill for program service, was proposed last week by Dr. Rolf Kaltenborn, writer, lecturer and son of NBC Commentator H. V. Kaltenborn.

Dr. Kaltenborn told BROADCASTING Thursday he has at his disposal "sufficient funds to underwrite initial developmental costs" and that he hopes to launch the project with ten stations in key cities. "All I can say now," he added, "is that my lawyers currently are working out legal aspects for the network. No date has been set for actual operation nor will there be for some time."

Last week Dr. Kaltenborn sent a form letter to stations all over the country in which he endeavored to arouse their interest "in converting their facilities to subscription radio." He first announced the subscription idea in November [BROADCASTING, Dec. 1, 8]. At that time he said that if FCC approved he would launch the plan over a Chicago AM station to be bought for him by a financial backer, but thus far he has not announced acceptance of the idea in that city.

Among first station replies to Dr. Kaltenborn was that of Walter J. Damm, vice president and general manager of radio, the Journal Co., Milwaukee (WTMJ and affiliates). Mr. Damm wrote that FCC rules "do not provide for any standard broadcast station being converted to a subscription radio service such as you suggest. Licenses for such service are not in any way provided for under the Commission's rules and regulations and until such time as we have more definite information as to the Commission's proposals for this type of service we are not in a position to make a decision."

Anticipates No Objections

Dr. Kaltenborn said he had contacted the FCC, "anticipating no objections." He recalled that in the past the Commission had given temporary license for subscription experiments to William Benton, former Assistant Secretary of State, and James Lawrence Fly, ex-FCC Chairman.

Dr. Kaltenborn was contacted by BROADCASTING at 349 Seaview Ave., Palm Beach, Fla., from which address he sent his letter to stations. Discussing his project, he said:

"Absence of necessary capital and nothing else has kept subscription service from getting under way. The recent FCC economic report indicates the Commission is aware of financial difficulties ahead for radio dependent on advertising. It is unlikely the Commissioners would discourage subscription radio which would provide more secure and stable financing for radio.

"We are now planning to use wire lines similar to those in operation. Scrambling will be done by individual stations. As to program plans, subscription stations will completely break from traditional type programs. Today under the advertising system every program is designed to appeal to a mass audience. Subscription stations will provide service which will appeal to the masses by offering programs catering to individual and different tastes.

"Subscription radio will free broadcasters from bondage to advertisers. As Goethe said, 'Who offers much brings something unto many.' Through subscription service greater variety will be available to the public than is possible or ever will be under advertiser domination."

In his letter to stations, he described the Pioneer Network in some detail. He wrote:

"As you doubtless know, under this system the broadcast signal is scrambled (i. e. a whistle blankets the program) and only those set owners who rent an 'unscrambler' (i. e. a device which removes the whistle) can hear the subscription station clearly. The rental fee which set owners pay for use of the 'unscrambler,' pays the cost of programs. In this way, radio stations are relieved from total dependence on advertising for revenue and are supported as the movies, directly by the public.

"Subscription radio service will accomplish two important things: First, it will improve radio programs by eliminating offensive commercials. Also, broadcasters will no longer be at the mercy of advertisers whose demands so often come in conflict with good radio service to the public. Second, subscription radio will permit the broadcasters to draw their income directly from the public, which has more money to spend than the advertiser in the long run. Furthermore, it will provide a more independent and stable financial basis for broadcasting in this country than is possible under the advertiser supported system.

"The latest FCC report, 'An Economic Study of Standard Broadcasting,' underscores what we all know—that there is not enough advertising money available now or in the future to support profitably the large number of stations on the air today. With more and more stations going on the air the advertising pie will have to be cut into smaller slices. Some other source of financial revenue must be tapped. Subscription radio service for which the public pays is clearly the answer. Those broadcasters who realize this and act accordingly will safeguard their future and within a reasonable length of time will increase their profits."

Top News of '47

(Continued from page 84)

and Labor. Would strengthen Taft-Hartley Act. *Dec. 15, Page 15.*

Program to broaden recording standards begun by NAB units. *Dec. 15, Page 109.*

Midwest to get television coverage of Republican and Democratic Conventions in Philadelphia by film next summer as plans for direct TV service are abandoned. *Dec. 22, Page 4.*

NAB prepares for 1948 world radio meetings in Geneva. *Dec. 22, Page 13.*

Stations should have editorial rights according to 83% of BROADCASTING TRENDS respondents. *Dec. 22, Page 15.*

New York FM decision is set aside by FCC as Commission yields to protests of *New York Daily News* to former Chairman Charles R. Denny's participation. Likewise Brockton, Mass., 1450 kc-AM case set aside. Reargruments scheduled. *Dec. 22, Page 18.*

ABC gross billings up 7.22% for year. *Dec. 22, Page 20.*

Wayne Coy, director of *Washington Post* stations, is appointed FCC chairman. FCC Chief Engineer George Sterling named to succeed Comr. E. K. Jett, retiring. *Dec. 29, Page 11.*

Softened White Bill is released. *Dec. 29, Page 17.*

536 AM SUBSCRIBERS TO BMB AS YEAR ENDS

BROADCAST Measurement Bureau's subscription list as of Wednesday, Dec. 31, stood at 536 AM stations plus seven FM outlets, the four major networks and three regional networks, BMB announced last week. The deadline for ordering BMB interim measurements to be made in March 1948 is today (Jan. 5). Twenty-one stations already have ordered the interim measurements.

New BMB subscribers not previously announced are:

WMOB Mobile, Ala., WTBF Troy, Ala., KFSA and KWHN Fort Smith, Ark., KFFA Helena, Ark., KVHI Little Rock, Ark., KAFY Bakersfield, Calif., KSDJ San Diego, Calif., KQW San Francisco, WGBA Columbus, Ga., KIOA Des Moines, WEEK Peoria, Ill., WOMI Owensboro, Ky., KTBS Shreveport, La., WLAM Lewiston, Me., KVOX Moorhead, Minn., WGCM Gulfport, Miss., WQBC Vicksburg, Miss., KGVO Missoula, Mont., WOR New York, WFBL Syracuse.

WGNC Gastonia, N. C., WADC Akron, Ohio, WKY Oklahoma City, KOAC Corvallis, Ore., WSAN Allentown, Pa., WREC Memphis, KATL Houston, KCMC Texarkana, Tex., WLCX La Crosse, Wis., WOMT Manitowoc, Wis., WDSM Superior, Wis., KADA Ada, Okla., KDFN Casper, Wyo., KGFF Shawnee, Okla., KMAE McKinney, Tex., WCKY Cincinnati, WENE Endicott, N. Y., WLAC Nashville, WLBF Leesburg, Fla., WRJN Racine, Wis., WSOO Sault Ste. Marie, Mich., WSUA Bloomington, Ind., WILK Wilkes-Barre, Pa., WJDX Jackson, Miss., WOAI San Antonio, KENT Shreveport, La.

1-2-4
WIRL
Peoria, Ill.

FIRST 15 HOOPERS—Based on Dec. 30 Report

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	+ or −	Position
McGee & Molly	141	S. C. Johnson & Son	Needham, Louis & Brorby	28.3	27.4	+0.9	2
Jack Benny †	161	American Tobacco Co.	Foote, Cone & Belding	28.2	27.5	+0.7	1
Fred Allen	143	Standard Brands	J. Walter Thompson	25.7	25.9	−0.2	5
Charlie McCarthy	143	Standard Brands	J. Walter Thompson	24.9	26.2	−1.3	4
Radio Theatre	152	Lever Bros.	J. Walter Thompson	24.0	23.8	+0.2	6
Red Skelton (CH)	160	B.&W. Tobacco	Russel M. Seeds	23.7	22.3	+1.4	9
Amos 'n' Andy	149	Lever Bros.	Ruthrauff & Ryan	23.0	23.0	0.0	7
Bob Hope	128	Pepsodent (Lever)	Foote, Cone & Belding	22.4	26.2	−3.8	3
Walter Winchell †	218	Andrew Jergens Co.	Robert W. Orr	21.9	22.9	−1.0	8
Mr. D. A.	134	Bristol-Myers Co.	Doherty, Clifford & Shenfield	20.1	19.2	+0.9	12
Bandwagon	159	F. W. Fitch Co .	L. W. Ramsey	19.2	21.2	−2.0	11
Music Hall	143	Kraft Foods Co.	J. Walter Thompson	18.5	12.7	+5.8	40
Godfrey's Talent Scouts	145	Thos. J. Lipton (Lever)	Robert W. Orr	17.9			
Truth Or Conseqs.	137	Procter & Gamble	Compton Adv.	17.5	13.0	+4.5	36
Duffy's Tavern	134	Bristol-Myers Co.	Young & Rubicam	17.1	15.8	+1.3	18

† Includes first and second broadcasts.
CH—Computed Hooperating.

WCBS-TV New York Issues Rate Card Replacing Facilities Charge System

WCBS-TV New York, CBS television station, last week issued a new schedule of rates, effective Jan. 1, in which air time charges are included for the first time.

CBS has made no charge for air time since 1945, charging only for the use of facilities, George L. Moskovics, WCBS-TV commercial manager said. Under the new plan $400 per hour will be charged for air time, in addition to other service charges.

The new rate schedule, which will remain firm until June 1948, is based "on realistic calculations of current television values evidenced in a steadily-mounting circulation and proved impact of the medium as an advertising force," according to Mr. Moskovics.

Under the new setup air time charges are divided into the following eight units: One hour, $400; 40 minutes, $320; 30 minutes, $240; 20 minutes, $200; 15 minutes, $160; 10 minutes, $135; five minutes, $115, and one minute (including use of film facilities), $100.

Use of film facilities, other than use during actual air time, follows this schedule: One hour, $125; 40 minutes, $105; 30 minutes, $85; 20 minutes, $75; 15 minutes, $65; 10 minutes, $55; five minutes, $45. (These rates are for sound film and include the cost of the pre-broadcast run-through used in normal procedure.)

In addition to the rates already mentioned, WCBS-TV levies a facilities charge of $100 an hour for film requiring rehearsal. Remote pickups, requiring normal equipment and crew, including minimum rehearsal time at remote locations, are listed at a standard $700. Rates for remotes requiring additional rehearsal time or equipment are available from the station on request, Mr. Moskovics said, as are charges on other services such as packaged shows and sporting events.

Time signals, averaging 28 seconds on sound film, including use of film facilities, are listed at $50 each. All charges for air time and use of facilities are subject to 15% commission to recognized advertising agencies.

WGN Bars Wallace Talk; Schreiber Tells Reasons

ALTHOUGH Mutual carried the Henry A. Wallace third party speech last Monday night, Chicago listeners had no opportunity to hear it until Tuesday morning when WJJD carried a transcription. WGN, Chicago Mutual outlet, did not air the speech because its "political nature was in conflict with the station's policy governing broadcasting of political speeches."

Frank P. Schreiber, WGN manager, said the station has a well-established policy of granting equal time to both sides of controversial questions. "If we were to broadcast Mr. Wallace's political talk, we would be obligated to grant time to persons desiring to answer Mr. Wallace," he said. "This would be further violation of our policy on political broadcasts."

WORD PLANS $50,000 IMPROVEMENT IN '48

WALTER J. BROWN, president and majority owner of WORD Spartanburg, S. C., last week announced expansion plans and addition of new personnel. More than $50,000 is to be invested during 1948 in FM and technical improvements.

James G. Thomason, who for the past year has handled radar and television installation for Philco Corp., has been named WORD transmitter supervisor. He will assist in the FM and video development program of The Spartan Radiocasting Co., WORD licensee, Mr. Brown said. Station has been assigned Class B FM facilities of Channel 287, 105.3 mc, and 14 kw effective radiated power.

Frank Lokey, formerly with WCRS Greenwood, S. C., has joined WORD's announcing staff and Mrs. Jerome McAbee, who was Mr. Brown's secretary at WSPA Spartanburgh, is now in charge of secretarial work at WORD.

Mr. Brown also announced WORD ownership has been broadened to include J. W. Kirkpatrick, station manager; John Carrington, commercial manager, and Sterling Wright, director of programs and promotion.

Vast Television Growth Foreseen by Ballantyne

PHILCO Co. for the 17th consecutive year produced more radio sets than any other manufacturer, John Ballantyne, president, declared Friday. He predicted 1948 will be another outstanding year for radio, with greatest expansion to be expected in television.

"As one of the leaders in television development," Mr. Ballantyne said, "Philco has invested many millions of dollars in research and in plant facilities to help launch this great new industry. Over the next several years the spread of television promises to become one of the outstanding accomplishments of the United States."

You're Covered

. . . in Pennsylvania's richer Lehigh Valley by its Leading Independent Station.

Sacks of mail show WKAP Tops in Listening audience because . . .

TOPS IN MUSIC AND NEWS

See FORJOE

IT'S WKAP IN ALLENTOWN, PA.

WMPS
MEMPHIS
68
On Your Radio
10,000 W Day Time
5000 W Night Time
YOU CAN HEAR THE DIFFERENCE
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

WWOD
Lynchburg's First Regional Station
SERVING THE RICH CENTRAL SECTION OF Virginia
The heart of the prosperous Central Section of Virginia is Lynchburg, noted educational and industrial center, and Campbell County. Total population in WWOD's primary and secondary coverage areas: More than 216,000; radio homes, more than 35,000. Write us or ask The Walker Company.
Affiliated with MUTUAL
1000 WATTS • 1390 KC
JACK WELDON, Manager
Owned and Operated by
OLD DOMINION BROADCASTING COMPANY
LYNCHBURG, VIRGINIA
NATIONAL REPRESENTATIVE THE WALKER COMPANY

spot programs sell products for Bond Clothes

Offices in Chicago
New York • Detroit
St. Louis • Los Angeles
San Francisco

ASK YOUR JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

Hi-Rating* 6-Day Strip Show-Only $100 Month

156 PROGRAMS with UNCLE DAN ELMIRA and the SPOTLIGHTERS

AS LOW AS $3 Per Program For Small Markets

The sparkling musical jamboree that follows the sure-fire, vodvil-pop-variety pattern. 156 programs, (15-min.), already transcribed, open band, (library). Entirely flexible to fit any type sponsor. Already sold over 30 markets. Ratings daytime up to 6* on big network stations.

for FREE DISK

UNIVERSAL Radio Productions
HOLLYWOOD, 6757 Hollywood Blvd.
NEW YORK 730 5th Ave.
CHICAGO, 360 N. Mich. Ave.
DETROIT, 19154 Kingsville
BOSTON, 6 Beacon Street
ATLANTA, 909 Whitehead Bldg.

Text

(*Continued from page 60*)

since they cannot pass the wide band of frequencies necessary in television. Consequently, the Commission tentatively set aside the frequencies of 1295 to 1425, 6875 to 7125, and 12,700 to 13,200 megacycles for such services. Subsequently, the aviation interests requested the use of the first-named band for air navigation aids.

Transmitters have been produced for use in the 7000-megacycle region using the klystron principle and are now available for relay work. At the end of the fiscal year there were 16 such stations operated by television broadcasters. Since the allocation of these frequencies is not final and since no rules or standards have as yet been adopted, these stations are experimental until such time as a regular service of this nature is authorized.

Television Network Operation

One problem facing television is the lack of intercity relay facilities for network operation. In television, even more so than in standard and FM broadcast, there is urgent need for such a service for economic reasons. Ordinary wire services are not satisfactory; television relay requires a coaxial cable or a microwave system. The American Telephone & Telegraph Co. has a coaxial cable link operating experimentally between New York and Washington as part of a proposed national system.

Many broadcasters wanted to know when they could expect cable links to important sources of programs, such as New York and Hollywood. Others expressed dissatisfaction with proposed coaxial cable rates. Consequently, the Commission called an informal engineering conference on June 9, 1947, to enable common carriers to indicate when they would be able to supply coaxial cable or microwave relay service and television broadcasters and construction permit holders, on their part, to forecast the time they would desire network facilities.

Some broadcasters expressed a desire to build their own networks because of the unavailability of relay service or what they deemed to be excessive coaxial cable rates. The Philco Corp. had an experimental relay link between New York and Philadelphia. During the fiscal year, this company and the General Electric Co. obtained authority to operate other links between New York and Washington, and between New York and Schenectady. They propose to use ultra-high frequency transmitters, directional antennas, and several hops or relay points.

7. International Broadcast Service

The 37 international broadcast stations continued to be programmed and operated by the Office of International Information and Cultural Affairs of the Department of State. This control was limited by the Seventy-ninth Congress to provide in part that "funds herein appropriated shall not be used to purchase more than 75 per centum of the effective daily broadcasting time from any person or corporation holding an international shortwave broadcasting license from the Federal Communications Commission without the consent of such licensee * * *."

On the basis of this limitation, the World Wide Broadcasting Corp. operated two stations, WRUL and WRUW, on a private basis for about 3 hours per day. Program hours were slightly reduced on the 35 other stations operated by 7 broadcasting companies.

The shortage of frequencies continued to exist in this service, requiring continuation of broadcasting on frequencies formerly assigned to other services. However, many frequencies were returned to former users, notably the common carriers. This forced the use of frequencies not assigned to international broadcasting in this country yet permitted by the Cairo Conference of 1938.

Among the activities of this service were the broadcasting of meetings of the Security Council, the Economic and Social Council, the Atomic Energy Commission, and the Health Commission of the United Nations, broadcasts of the Armed Forces Radio Service and the Bikini bombing test, the inauguration of broadcasts to Soviet Russia via Munich relay stations, and the operation in regular service of two 200-kilowatt stations on the West Coast. Many international programs were rebroadcast by several domestic standard broadcast stations.

8. Noncommercial Educational Broadcast Service

Stations in this service are licensed primarily to school systems and universities for the purpose of providing educational programs to school systems, but are also used to furnish educational and entertainment programs to the public.

The 20 channels between 88 and 92 megacycles allocated for this service are a part of the FM broadcast band, and FM sets used by the public and by school systems will, therefore, receive both regular commercial FM and noncommercial educational FM broadcast. The rapid growth of commercial FM broadcasting should provide an impetus to the greater use of FM in serving the needs of education.

Eight noncommercial educational FM stations were in operation at the close of the year and construction permits for 30 additional stations were outstanding. In addition, seven applications were pending. Fifteen new stations were authorized during the year.

A number of State-wide FM educational networks were planned, including both State-owned and municipally-owned stations. Establishment of many educational FM stations has been delayed by lack of appropriations for actual construction.

9. Facsimile Broadcast Service

Printed matter and pictures may be received by using facsimile receivers and equipment now developed permit excellent quality and speed of reproduction.

Since facsimile transmitters and receivers have a "lock-and-key" relationship, as in television, transmission standards must be established so that any receiver will operate from any station in its area. A number of industry meetings were held during the year and in June 1947 the Radio Technical Planning Board submitted proposed standards to the Commission. These standards would provide for facsimile transmission by FM stations in the 88- to 108-megacycle band during hours not used for aural broadcasting. The Commission requested that further experimental operation and demonstrations be conducted, however, since there was a difference of opinion as to whether both 8.2" and 4.1" images should be provided with the same line rate of 105 lines per inch, and since

Recommendations for Peabody Awards Made by New York Listening Committee

OUTSTANDING New York broadcasts and broadcasters, involving networks and independent stations, were recommended last week by the New York Listening Post for George Foster Peabody Awards.

Seven classifications were made according to the type of program. They were as follows:

The American Family, a WOV New York series, won recognition for its "courageous handling of controversial subjects dealing with family life and current social problems." Also recognized were the tolerance jingles on WNEW, the nightly service feature, *UN Today*, on WMCA, and Lisa Sergi on WOV for her "golden voice and pleasant manner of rendition."

For its "unparalleled coverage of proceedings of all morning and afternoon United Nations sessions direct from Lake Success and Flushing Meadows while in progress," the committee recommended WNYC, the New York municipal station. Special commendation also was given to that station for its "transit hearings" broadcasts.

Newscasters Cited

Larry Leseur, CBS newscaster for *As Others See Us*, was cited for "outstanding reporting and interpretation of the news". Other commentators cited were Edward Murrow, CBS, and Caesar Searchinger and Morgan Beatty on NBC.

The *Studio One* series on CBS was commended for two of its presentations, *Earth and High Heaven* and *Let Me Do the Talking*, for "demonstrating an excellent choice of vehicles and a freshment of approach unusual in dramatic show programming for radio." *The Greatest Story Ever Told* over ABC also was recognized for its "excellent characterization and production throughout."

"For outstanding entertainment in music," the NBC Symphony's presentation of "Othello," under the direction of Arturo Toscanini, won first place, and the Boston Symphony series over ABC also was cited, as was the *Fred Waring Show* on NBC.

The "outstanding educational program" citation was given to *America's Town Meeting of the Air*, an ABC series. A single broadcast, *Name Your Poison*, carried over WOR, was given special recognition for "on the spot recording, effectively blended with dramatic scenes and statements by authorities."

The last recommendation for *Land of the Lost*, ABC, as the outstanding children's program, and special recommendation was made for the network's *Children's World*, and *Youth Forum* heard on WQXR.

New Classification

The New York Listening Post committee recommended the creation in 1949 of a new classification in recognition of programs originated in the U. S. and intended to be heard by listeners abroad, and of foreign programs rebroadcast over American stations. The "main criterion should be their contribution to better understanding of peace."

Mrs. Harold V. Milligan of the American Cancer Society is chairman of the listening committee.

10,000 WATTS • DAY & NIGHT

We're Selling POWER That's Got SELLING POWER

NEWS SPORTS MUSIC

PHILADELPHIA'S MOST POWERFUL INDEPENDENT

WIBG

Represented Nationally by Adam J. Young, In
in New York by Joseph Lang, 31 W. 47th Str

only a limited amount of experimental operation had been conducted to determine public preference on this subject.

Pending the establishment of standards, facsimile broadcasting continued on an experimental basis. In addition to three prewar experimental facsimile stations operating in the 25-megacycle band formerly allocated to this service, several FM broadcast stations have from time to time experimented with facsimile. These transmissions have been correlated with facsimile receivers set up in various public places, and a considerable amount of interest has been evinced.

Provision has also been made for experimental facsimile operation in the 470 megacycle range but no activity therein has been indicated.

10. Remote Pick-Up Broadcast Service

Broadcast stations in this service are usually low-powered mobile units, used to provide a program circuit between points of temporary program origination and the main broadcast transmitter. For example, remote pick-up transmitters are often employed for reporting golf tournaments, auto and boat races, street broadcasts, and similar events. During the fiscal year 46 applications for new stations were granted, bringing the total number authorized to 583. Frequencies are allocated for these stations in several parts of the spectrum. These assignments are currently under revision as a part of the over-all allocation studies.

11. ST (Studio-Transmitter) Broadcast Service

ST broadcast stations are required in some instances to provide program circuits between the studio and the transmitter of an FM broadcast station, since FM transmitters are sometimes located where telephone wires are not available or adequate for program transmission. ST stations are also authorized for use with international broadcast stations. The band of 940 to 952 megacycles is allocated for this purpose, and equipment is now under development. Until such equipment is available, a number of FM stations have been authorized to use temporary equipment on other frequencies ST stations previously authorized in the 530-megacycle range are continuing to operate there pending their conversion to the new ST band.

12. Developmental Broadcast Service

Development broadcast stations are authorized when experimentation with broadcast equipment requires radio transmission. These stations are also used in connection with the testing of antennas and in the conduct of radio propagation measurements and studies. Activity in this service fluctuates. There were 24 such stations at the close of the year.

13. Statistics

The following tabulation shows authorized stations (licensed or holding construction permits) by various classes in the broadcast service for the last 2 fiscal years:

	1946	1947	Increase
Standard (commercial)	1,215	1,795	580
FM (commercial)	456	918	[1] 462
FM (experimental)	1	0	(—1)
Television (commercial)	30	66	36
Television (experimental)	58	81	23
Noncommercial educational	24	38	14
International	37	37	0
Facsimile (experimental)	3	3	0
Remote pick-up (formerly relay)	573	583	10
Studio transmitter (ST)	7	5	(—2)
Developmental	34	24	(—10)
Class II (experimental)	1	1	0
Total	2,439	3,551	1,112

[1] Includes 260 conditional grants.

USNAR Offering Discs For New 26-Week Series

Mr. Ameche (standing) and Admiral Ewen confer.

* * *

U. S. NAVAL AIR Reserve is currently presenting a new 26-week public service series of quarter-hour transcriptions starring Jim Ameche, other entertainers and guest talent. The program, titled *Naval Air Reserve Show*, is produced by Lieut. Commdr. Walt Kimmell, USNR, radio director for Naval Air Reserve Command in Chicago, under the supervision of Rear Adm. Edward C. Ewen, USN, Command chief.

As "Skipper" of the show, Jim Ameche is presenting as guest talent, The Harmonicats, Curley Bradley, Ellen White, Kay Armen, Jack Smith, Patti Page, Mel Torme and others.

Naval Air Reserve copy is institutional, presented in narrative form, and is limited to one spot per show. The series is built open-end with musical fill for local tie-ins. First release date was Dec. 28. Stations interested in receiving the *Naval Air Reserve Show* series may write to Naval Air Reserve Command, U. S. Naval Air Station, Glenview, Ill.

Club to Re-Transmit TV Shows in Lancaster, Pa.

ARRANGEMENTS have been completed between WFIL-TV and the Conestoga Television Assn. in Lancaster, Pa., for the latter to pick up and re-transmit all of WFIL-TV's television programs.

The Lancaster organization, an amateur, non-profit club composed largely of RCA engineers, was granted permission to re-transmit WFIL-TV programs by Roger W. Clipp, general manager of the WFIL stations, following a request a week ago.

Since September, when WFIL-TV began operations, the Lancaster club has been receiving the station's signals at the club's Welsh Mountain pickup point approximately 20 miles from Lancaster. Under the terms of the agreement, the Conestoga Assn. will be permitted to furnish all WFIL-TV programs to its members.

AWB ANNUAL MEETING TO BE JAN. 28-FEB. 1

WOMEN BROADCASTERS and executives from every section of the country will attend the fifth annual convention of the Assn. of Women Broadcasters of the NAB to be held in Washington, D. C., Jan. 28-Feb. 1, Ruth Crane of WMAL Washington, acting president of the association, has announced. The convention is being held in the capital for the first time and will have its headquarters at the Mayflower Hotel.

Planning and program committee includes the following members of Washington station staffs: Elinor Lee, Hazel Kenyon Markel, WTOP; Nancy Osgood, WRC; Esther Van Wagoner Tufty, WWDC; Meredith Young, WOL; and Miss Crane. Also on this committee is Jessie Stearns of WEAM in neighboring Arlington, Va.

Committee chairmen are: Miss Stearns and Miss Young, publicity; Helendeen Dodderidge, Dept. of Agriculture, hotel arrangements; Alice Lane, WWDC, hospitality; Mary Burnham, WTOP, sightseeing; Mrs. Robert J. Coar, Capitol Radio Room, transcriptions at the capitol; Pat Griffith, radio and newspaper woman, and Mrs. Markel, invitations, and Mary Pauline Perry, professional assistant.

Besides Miss Crane, national officers of the AWB, which was organized in 1942 and now has a membership of 1,150, are: Dorothy Lewis, of NAB's New York office, second vice president; Eleanor Handson, WHK Cleveland, third vice president; Ann Holden, KGO San Francisco, fourth vice president; Nell Daugherty, WSTC Stamford, Conn.; secretary, and Norma Richards, WSPD Toledo, treasurer.

WSLI
JACKSON MISSISSIPPI
there's a mint o' money in Mississippi
Savings in Jackson Banks in 1941 amounted to $7,618,843—BUT, in 1946, they had mounted to $17,277,500! Take advantage of this accelerating market!
Mississippi's most powerful station—WSLI—is the station to buy!
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

The QUA in WQUA means QUAlity Service and QUAntity Audience in the QUAd Cities
DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE
WQUA FULL-TIME MUTUAL
RADIO CENTER MOLINE ILL.

It's kglo
MASON CITY, IOWA
SOUTHERN MINNESOTA
MASON CITY
NORTHERN IOWA
Want an ideal test market? Then it's KGLO, with its dominant coverage of both a rural and urban area.
1300 K.C. 5000 WATTS CBS AFFILIATE
WEED & COMPANY, REP.
A Lee STATION

FCC

(Continued from page 17)

might be renewed by additional recess appointments.

Democratic leaders tended to discount the reports that the GOP might decide to bottle up appointments, contending that Republicans had called upon the White House to make specific nominations. It was also pointed out that repeated recess appointments of the same person have been made in a case where confirmation was withheld.

Though most members of the Senate Commerce Committee were unavailable for comment, there appeared to be no organized opposition to Mr. Coy. Sen. Edwin C. Johnson (D-Colo.) was openly for confirmation, and it was known that Sen. Homer E. Capehart (R-Ind.), another influential member of the committee which must pass initially on FCC appointments, does not intend to oppose his fellow Indianan. Other committeemen contacted said they were "undecided."

Appointments Balance

Since Sen. Wallace H. White Jr. (R-Me.), Senate Majority leader and chairman of the Commerce Committee, and Comr. Sterling are both Maine Republicans, and since the Coy and Sterling nominations presumably will be sent up together, many observers felt the appointments would serve to balance out each other—Republican vs. Democrat—so far as Sen. White's own important reaction is concerned.

Top-level FCC staff members present at Mr. Coy's first session as chairman reported unqualified praise for his grasp of the problems involved and his conduct of the meetings. Instead of merely observing while others directed operations, as other new chairmen have frequently done, Mr. Coy took over from the start and, according to observers, handled the entire agenda with efficiency and dispatch.

When the discussions turned to non-routine subjects, such as policy matters and report forms which broadcasters are required to submit annually, observers said that by virtue of his broadcast experience and his service as head of an industry advisory committee on FCC questionnaires he was able to maintain his leadership although still giving other members full opportunity to present their views.

The Commission meanwhile adopted a statement (text on this page) praising retiring Comr. Jett's 37 years of Government work in radio and declaring that he "has always shown executive ability, and a widespread knowledge of the field, born of long and intimate association with it."

Sworn In

Mr. Coy was sworn in by Miss Pansy Wiltshire, FCC placement officer and assistant to the personnel officer. It was the eighth oath of office she had administered, having previously sworn in Comrs. Norman S. Case (for second term), T. A. M. Craven, James Lawrence Fly, Frank R. McNinch, Frederick J. Thompson, Paul A. Walker (for second term), and E. M. Webster. On Friday Mr. Sterling became the ninth she has sworn in.

With Messrs. Coy and Sterling's assumption of office, the Commission became one of the youngest in several years in point of service. Of the seven members, all but Vice Chairman Walker and Comrs. Clifford J. Durr and Rosel H. Hyde have taken office since the start of 1947.

It did not appear likely that any permanent appointment to the chief engineership to succeed Mr. Sterling would be made until after Mr. Sterling had been confirmed by the Senate. Mr. Willoughby emerged as a leading contender for that post, though other assistant chief engineers and executives now on a lower level were not ruled out of the running [BROADCASTING, Dec. 29].

Mr. Willoughby, named acting chief engineer, is 54 and a native of Florence, S. C. He has been associated with FCC and its predecessor Federal Radio Commission since August 1930, when he joined FRC's Broadcast Division as senior radio engineer. His experience in radio dates to 1916, when he began a six-year period of service with the national Bureau of Standards.

He has several inventions to his credit, including a submarine loop antenna for transmission and reception of signals on surface or submerged, which was installed on all U.S. submarines during World War I. In 1923-24 he was with the Army Air Corps at McCook Field, Dayton, where he developed the interlocking "A" and "N" system which was the predecessor of the present high-frequency system employed by government airways and commercial lines. He worked on high-frequency and high-power transmissions with the Naval Research Labs from 1924-28, and also received several patents relating to anti-fading systems.

After joining FRC he became assistant chief of the Broadcast Division in December 1941 and held this post until August 1944, and from that time until October 1944 he was acting chief of the division. Last July he was promoted to senior assistant chief engineer responsible for engineering contacts relating to new broadcast stations and applications, and, particularly, engineering liaison with the Civil Aeronautics Administration in clearance and marking of radio towers for all radio services.

FCC CHAIRMAN Wayne Coy takes the Commissioner's oath from Miss Pansy Wiltshire, FCC placement officer. He was the eighth Commissioner to whom she has administered the oath, and George E. Sterling on Friday became the ninth sworn in by her.

Text of Jett Resignation Statement

TEXT of FCC's statement on the resignation of Comr. E. K. Jett (see story page 17), as presented by Vice Chairman Paul A. Walker on Dec. 30 and adopted unanimously by the Commission:

I think the record of this meeting should not close without an expression of appreciation on behalf of the Commission to retiring Commissioner Ewell K. Jett. Commissioner Jett has been a member of this body since 1944, and prior to that time had been associated with the Commission and its predecessor, the Federal Radio Commission, since 1929. His association with the field of radio dates back to 1911, when he joined the Naval Service of the United States. Thus, his entire career in the service of this Nation has been devoted to work in the radio field. And as a pioneer in the field, and a tireless worker, he has contributed to its development, and to the Commission's activities in keeping abreast of a rapidly expanding field. During the past war he made a substantial contribution, as Chairman of the Coordinating Committee of the Board of War Communications in organizing the wartime efforts of the communications field.

In the performance of his duties on the Commission and as a member of the Commission's staff, he has always shown executive ability, and a widespread knowledge of the radio field, born of long and intimate association with it. And those who have been closely associated with him know and appreciate the warm personal qualities which make working with him a pleasant association. We are certain that in his new endeavors as a private citizen he will continue to contribute to the field to which he has devoted all of his official life, and we extend to him our best wishes in his new activities.

I move that these remarks be incorporated into the minutes of this meeting, together with our expression of appreciation for his services to the Commission and our best wishes for the future.

5 TV Applications Received by FCC

Estimated Investments Total $1,200,000 Commission Says

APPLICATIONS for five new commercial television stations, representing estimated investments totaling $1,210,874.46, were reported filed by FCC last week.

WOW Omaha has requested Channel 6, 82-88 mc, with effective radiated power of 16.16 kw visual and 8.54 aural. Cost is approximated as $204,675.

Donroy Broadcasting Co., San Diego, Calif., has filed for Channel 8, 180-186 mc, and ERP of 3 kw visual and 1.5 kw aural. Cost is estimated as $66,625. Donroy is a co-partnership of Don K. Hankey and LeRoy Hillman, who together equally own California Rent Car, auto rental agency. The application indicated the auto firm is a radio advertiser.

Clark Assoc. Inc., licensee of WNBF and WNBF-FM Binghamton, N. Y., has filed for Channel 12, 204-210 mc, ERP 16 kw visual and 8.5 aural. Investment is given as $207,500.

Vindicator Seeks

Channel 13, 210-216 mc, is sought by Vindicator Printing Co., Youngstown, Ohio, publisher daily *Youngstown Vindicator*. ERP of 23.6 kw visual and 26.2 kw aural is sought. Estimated cost is $335,074.46 and $100,000 additional is expected to be spent for land. Chief stockholder among 22 persons is William F. Maag Jr., vice president, general manager and 26.1%, who also is vice president, general manager and majority stockholder of WFMJ that city.

WCPO Cincinnati licensee, Scripps-Howard Radio Inc., has filed for Channel 7, 174-180 mc, in that city. ERP asked: 20.8 kw visual and 10.4 kw aural. Scripps-Howard has WEWS (TV) Cleveland under construction and is TV permittee in Memphis, Tenn., where it owns WMC through Memphis Pub. Co.

Cost for the proposed Cincinnati video outlet is given as $299,000.

Lee-Smith, Citizens Grants Final; Abilene, KFNF Denied

FINAL DECISIONS, supporting previous proposed findings, were adopted by FCC last Wednesday to grant application of Lee-Smith Broadcasting Co., Fairbault, Minn., for 1 kw fulltime on 920 kc, directional, and request of Citizens Broadcasting Co. Inc., Abilene, Tex., for 250 w unlimited on 1340 kc.

The Commission denied the request of KFNF Shenandoah, Iowa, to switch from 1 kw to 5 kw daytime on 920 kc (500 w night) and the application of Abilene Broadcasting Co. for the same assignment awarded Citizens Broadcasting.

Chairman Wayne Coy and Comrs. E. K. Jett and Robert F. Jones did not participate in the rulings.

FCC last July granted both Lee-Smith and KFNF requests, as well as that of Associated Broadcasters Inc. for 1 kw fulltime, directional night, on 920 kc at Wadena, Minn. However, following petition by Lee-Smith objecting to the KFNF grant and seeking issuance instead a grant to KFNF with condition of modification which would afford daytime protection to petitioner, the Commission vacated its July decision and severed the Wadena request from the proceeding. Subsequently a proposed decision was issued to grant Lee-Smith and deny KFNF.

The final ruling provides that the denial to KFNF is without prejudice to the immediate filing of an application specifying operation which will provide Lee-Smith and other proposed and existing stations with protection in accordance with FCC standards. Lee-Smith was preferred over KFNF since Fairbault receives no primary nighttime service.

In the Abilene case FCC considered the ownership participation in Abilene Broadcasting by Gene Cagle, Texas State Network president, general manager and 10% owner, would not effect full competition in the public interest since KRBC Abilene is a TSN affiliate. Mr. Cagle up to June 1946, time of the original hearing, was advisor and consultant to KRBC, FCC's report stated. He holds 30% interest in Abilene as secretary-treasurer.

This was the first instance that a network connection was held to be unfavorable to an applicant in a comparative hearing, FCC said in its proposed decision in the case, issued last March. The proposed findings further favored Citizens Broadcasting because of local residence and civic identification. A subsequent petition by Abilene for amendment by severance of Mr. Cagle from ownership participation was denied by the FCC.

Ownership of the grantees:

Lee-Smith Broadcasting Co.—Co-partnership: Herbert H. Lee, proposed general manager; Palmer Dragsten, proposed business and promotional manager, and John E. Hyde Jr., proposed chief engineer. Each is an experienced engineer.

Citizens Broadcasting Co.—Principals: W. P. Wright, 10% owner KRIG Odessa, Tex., and 60% owner Wright-Chapman Pontiac Co., Abilene distributor for Gulf Oil Co., president and 20%; O. D. Dillingham, owner Banner Creameries and part owner Fielder-Dillingham Lumber Co., vice president and 20%; E. P. Mead, head Mead's Bakery Inc. of Texas, Oklahoma and New Mexico, secretary-treasurer and 20%; J. R. Yonge, auto agency owner, director and 20%; E. L. Thornton, 92% owner Thornton's Dept. Store, director and 10%; his son, Eugene Thornton, director and 10%.

KILO, KFJM Renewals Await New Information

ACTION on two license renewal applications, those of KILO and KFJM Grand Forks, N. D., was held in abeyance last week by FCC pending receipt of further information. Present licenses of the stations have been extended on temporary basis until March 1, 1948.

KFJM, a noncommercial educational station licensed to the U. of North Dakota, and KILO, licensed to Dalton LeMasurier, share hours and are assigned 1,000 w daytime and 500 w nighttime on 1440 kc. The Commission did not indicate the nature of the additional information which it seeks.

STANTON ISSUED FM CP IN PHILADELPHIA

IN VIEW OF new evidence affirming financial support in behalf of Patrick Joseph Stanton, Philadelphia Class B FM applicant, FCC last Wednesday adopted an order granting FM facilities of Channel 295, 106.9 mc, and 20 kw effective radiated power to Mr. Stanton. He is permittee of AM station WJMJ that city.

The Stanton application has been held in hearing because of refusal by James T. Duffy Jr. to commit a loan in view of any uncertainty concerning the construction of the AM station. Mr. Duffy has reconsidered and will make $70,000 available, according to FCC's order which granted petition by Mr. Stanton to reopen the record and introduce the new evidence.

Mr. Stanton's request was heard in consolidated proceeding in September 1946 with the Class B requests of WHAT and WDAS Philadelphia and Unity Broadcasting Corp. of Pennsylvania and Franklin Broadcasting Corp. FCC last June proposed to grant Unity, WHAT and Franklin, to dismiss WDAS and to continue Mr. Stanton's request in hearing. Subsequently the proposed grantees were severed and granted and WDAS on its own motion amended its application and removed from hearing.

Joplin, Rock Hill Receive AM Grants

WLAN Gets New Assignment On 1390 kc, 1 kw

TWO NEW standard stations were authorized last week by FCC, one for daytime only operation and the other fulltime. WLAN Lancaster, Pa., was granted switch from 1 kw daytime on 1320 kc to 1 kw fulltime on 1390 kc, directional. The three grants were made Wednesday.

Four States Broadcasters Inc., Joplin, Mo., was assigned fulltime operation on 1310 kc with 5 kw day and 1 kw night. Different directional patterns will be used for day and night operations. The grant also is subject to the condition that the applicant take proper corrective action with respect to all interference complaints arising out of blanketing and cross-modulation effects.

Tri-County Broadcasting Co., Rock Hill, S. C., received the daytime only assignment of 1 kw on 1150 kc. Engineering conditions are involved.

Petition of WLAN was granted to amend its application and submit additional engineering information, remove the request from hearing and grant. The change of assignment is subject to acceptance of whatever interference might be received from the proposed fulltime operation of WEAM Arlington, Va.

Ownership of grantees:

Four States Broadcasters Inc.—Principals: Harry Easley, vice president and treasurer of Home Land and Loan Co., Webb City, president; George A. Spiva, majority owner, Spiva Investment Co. and president Joplin Chamber of Commerce, vice president; M. A. Johns, assistant treasurer, Junge Biscuit Co., treasurer; Dan M. Nee, attorney, Kansas City, secretary; William M. Robertson, former part owner WMBH Joplin, director; O. L. DeMier, majority owner Rex Metallic Casket Co., Webb City, director. Each holds 16.66%. Estimated construction cost is $65,308.

Tri-County Broadcasting Co.—Co-partnership: O. Frank Thornton, attorney and W. G. Reid, in retail farm machinery business.

KCOL and WMLK Transfers Sought; 14 Non-Monetary Shifts Also Asked

APPLICATIONS have been tendered for filing at FCC for acquisition of control of KCOL Fort Collins, Col., by J. Herbert Hollister for $26,800, and for assignment of construction permit of WMLK Norwalk, Conn., to Norwalk Broadcasting Co. Inc. for a consideration of $26,003 plus.

At the same time the Commission has received applications for transfers of nine other AM stations and five FM outlets, all of which involve no monetary considerations.

Mr. Hollister, owner of KBOL Boulder, Col., is 20% stockholder in KCOL and purchases the 38% interest of Wilbur E. Rocchio. Remaining 42% is equally shared by Douglas D. Kahle and John L. Hitchcock. KCOL is assigned 250 w on 1400 kc.

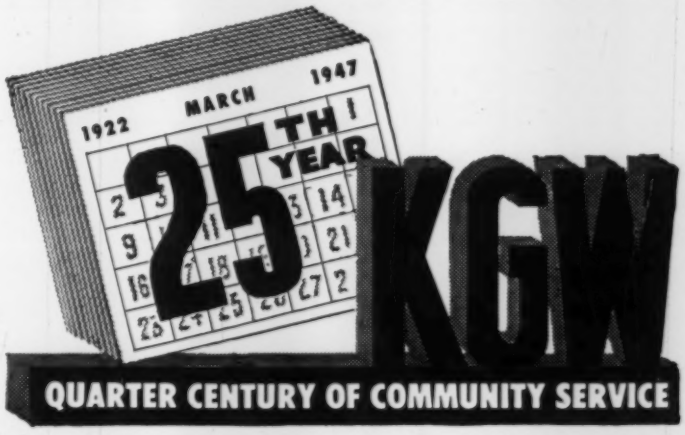
In the Norwalk transfer, copartners Samuel R. Sallick, Lillian K. Johnpoll, Melvin Dresher and Dr. Benjamin Ginzburg sell to a new corporation composed of Dr. Ginzburg as president and 50% owner; his sister, Dr. Mary Lipset, retired dentist, secretary and 20%; Dr. Solomon N. Petchers, treasurer 20%, and Dr. Samuel Gaines, brother of Dr. Ginzburg, 10%. All are naturalized U. S. citizens.

The consideration involves $12,100.50 for expenses to Dec. 10 and assumption of all present contracts and obligations. These include: $7,602.50 for equipment ordered; $6,300 optioned land; five year studio lease at $1,500 per year for first two years and $1,800 per year after; five-year employment contract with Dr. Ginzburg as general manager at $8,500 per year; five year contract with United Press at $30 per week; contract for construction at 10% of equipment costs; reimbursement of further expenses to date of FCC approval from Dec. 10. WMLK is assigned 250 w on 1340 kc.

The non-monetary transfers for which approval is sought include the following:

WMIT (FM) Winston-Salem, N. C.—Assignment of license from Gordon

(*Continued on page 83*)



Race Data Shows Fill Public Service Need, WGAY Asserts

RESPONDING to an FCC request for information on its programs offering horse-race information, WGAY Silver Spring, Md., has reiterated its contention that the broadcasts fill a definite public-service requirement.

The request was made Dec. 1 after WWDC Washington had asked the Commission for a declaratory ruling on whether or not its own AM and FM licenses would be in jeopardy if WWDC also carried race results [BROADCASTING, Oct. 20]. FCC sent a similar request to WOL Washington, also named by WWDC as one of the Washington area stations carrying racing data. WOL has pending a motion for dismissal of the petition for declaratory ruling [BROADCASTING, Dec. 15].

Presents Analysis

Joseph L. Brechner, WGAY manager and part owner, told FCC that an analysis of the station's *Sports Circus*, on which the racing information is presented, showed 16 minutes 9 seconds of horse-racing data during the four-hour program on Dec. 3, the day FCC's request was received, and that there also was news regarding golf, basketball, football and other current sports.

The analysis also showed spot announcements for 22 advertisers and public service announcements for six organizations or campaigns during the Dec. 3 program. The show, a participating program which has been on the air since April, is built around recorded music and is carried from 1 to 5 p.m. daily except Sunday. Mr. Brechner pointed out that no record is ever interrupted or faded for sports results or other announcements, and, with respect to horse-race information, said the results were broadcast (according to the Dec. 3 analysis) about 10 minutes after the race was completed and the prices whenever available thereafter.

Race information used on the program, Mr. Brechner said, comes from Statewide News, Hyattsville, Md., and is transmitted to the station by Western Union wire lines.

WGAY's statement was presented to the Commission by Mr. Brechner in a letter prepared by himself and Leonard H. Marks, station attorney. The letter pointed out that WWDC previously sought from the Federal Trade Commission a complaint charging WGAY with unfair competition because of its use of racing data, and referred to the Silver Spring station's reply memorandum outlining the origin of its use of these programs.

It was pointed out that WGAY officials checked with the county police chief and the State Attorney's Office "and found that [the programs] were neither illegal nor contrary to the public interest." Mr. Brechner said that after the programs were carried for a month a check was made again to determine whether gambling elements were using the information for illegal purposes. WGAY officials were advised that "no such complaints had been received by the authorities nor had any criticism been directed against the programs," Mr. Brechner asserted.

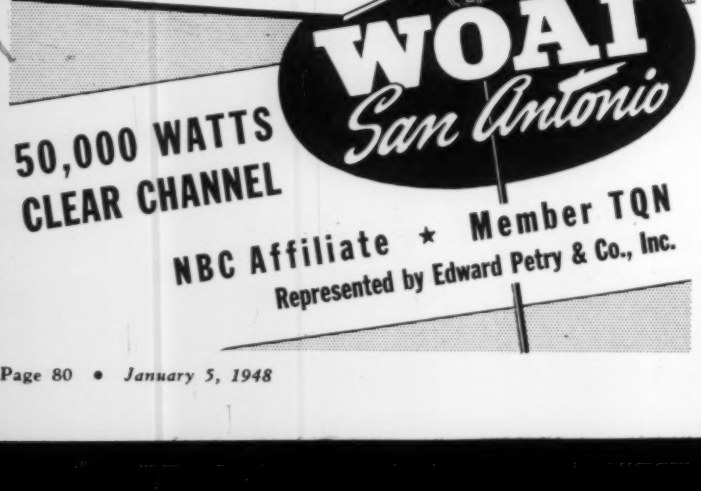
Cites Newspaper Poll

He said that a poll taken by the *Maryland News* on July 18 in Montgomery County, where WGAY is located, "indicated that a majority of the residents were in favor of establishing horse-racing facilities in the town."

He pointed out that racing and pari-mutuel betting are permitted in Maryland at duly-licensed tracks, and submitted newspaper clippings indicating that there are nine of these tracks in the state. Quoting from the station's memorandum to FTC, which subsequently disclaimed jurisdiction over WWDC's contentions [BROADCASTING, Oct. 13], Mr. Brechner said:

Station WGAY is advised that residents of the Silver Spring area frequent these tracks and place bets on the races. When these tracks are not open it is believed that these and many other people follow horse racing in other states so that they may be apprised of the record of performance of the horses. The broadcasting of these events is thus a matter of continuing interest to listeners who constitute a substantial part of the community. . . . This situation is not unlike the interest which baseball, football, hockey, and other sports followers have, not only in the activities of their home teams, but also in other communities.

Asserting that WGAY "has had a substantial number of other sports programs," Mr. Brechner argued that the omission of the results "would be comparable to the omission of the final baseball score, the number of hits and errors," and that WGAY therefore contends that the broadcasting of racing results is an integral part of the broadcasting of the horse-racing event.



News Is News

NEWS IS NEWS, regardless of where it happens. That's the philosophy of the news room at WILM Wilmington, Del., ABC and Mutual affiliate. On a recent broadcast of *Cavalcade of America*, an NBC show carried over WDEL Wilmington and the coast-to-coast NBC network, there was a talk by Walter S. Carpenter Jr., president of the duPont Co., in which Mr. Carpenter pointed out that duPont had made more peacetime goods during the past year than any time in its history. In Wilmington what duPont does is always big news, and Bill Frank, WILM news editor, concluded that Mr. Carpenter's remarks were still news even though they had been carried on a rival station and network. On his 11 p.m. newscast over WILM Mr. Frank not only gave a resume of the speech but said it had been presented over WDEL and NBC!

Licenses Extended

CUSTOMARY three-month license renewal for international broadcasting stations were authorized by FCC last week, to extend to March 31 or, if it is earlier, until control of its operations is released by the State Dept.'s Office of International Information and Cultural Affairs "or other government agency supervising the operation of international broadcasting." Officials said the extension was in line with those previously granted and was "without prejudice to the consideration of appropriate application filed by the licensee of any such station for authority to operate otherwise."

HOXD Panama City soon will be joined by a sister station—HOXO Panama City—with 7500 w on 1310, it was announced last week by Pan American Broadcasting Co., U. S. representative.

AMA Hears Likert Appraise Research

Says Faulty Samples May Cause Inaccurate Measurements

USE OF POOR SAMPLE designs in every kind of measurement on advertising effectiveness is laying open the tests to inaccurate computations, Rensis Likert, director of The Research Center, Michigan U., told the members of the American Marketing Assn. at its winter conference in Chicago last week.

Appearing on a panel discussion on "An Appraisal of Advertising Measurements," held at De Paul U.'s downtown school Dec. 29-30, Mr. Likert cited an illustration recalling two nation-wide studies in the past two years which used the quota method in the sampling of the proportion of farm families owning radios in working order.

"These studies obtained data showing that about 85% of these families owned radios in working order," he said. "Both of these studies employed samples which numbered in the thousands. Almost the same time . . . other studies using carefully designed area samples (seeking the same information) indicated that 66% of farm families had radios in working order."

1940 Census Base

Using the 1940 census data as a basis, Mr. Likert contended that the difference in figures resulted in a variance of more than "the usual 3% allowed for such samples."

Maintaining that the comparative studies occurred soon after the war when no new substantial number of radios was available, he concluded—"It is clear from the comparison with the census data that the results from the surveys using area samples are much more likely to be correct than the data from the quota samples."

The two-day sessions were devoted to discussions of areas of development in marketing, efficiency in distribution, the use of research in sales and management, and marketing research techniques.

Attending the conference were representatives of Lever Bros., Pillsbury Mills Inc., General Mills, McKesson and Robbins Inc., Standard Oil Co., U. S. Department of Agriculture, American Meat Institute, Quaker Oats, Armour and Co., and various agencies and universities. Ross M. Cunningham, its president, presided.

Applies for TV

WILT GUNZENDORFER, general manager of KROW Oakland, Calif., announced Dec. 26 that his station has applied to the FCC for construction permit for a television station. Site of the new station will be on the top of Vollmer Peak, in the Berkeley Hills. The peak is 2280 feet above sea level.

LOYAL KANSANS
WREN Tells Fans Why It Could Not Air Orange Bowl Game

WREN Topeka, Kan., placed advertisements in all Dec. 31 editions of Topeka's daily papers, the *Capital* and the *State-Journal*, and in the Lawrence (Kan.) *Journal-World* to explain why the station would be unable to broadcast the New Year's Day Kansas-Georgia Tech football game in the Orange Bowl.

Advertisement stated that "exclusive rights for broadcast privileges in all Bowl games are granted many months before New Year's Day, and Orange Bowl rights are held by the Gillette Safety Razor Co." WREN, an ABC affiliate, then explained that Gillette was sponsoring the Orange Bowl game over CBS, "just as Gillette sponsors the annual Sugar Bowl contest over ABC and WREN on New Year's Day."

Realizing that there would be more local interest in participation of the Kansas U. team in the Orange Bowl classic than there would be in the Texas-Alabama Sugar Bowl game, WREN invited K. U. football fans to tune to WIBW, CBS outlet in Topeka, to hear the Kansas game.

"When the K. U. game is over," the advertisement said, "we invite you to tune in WREN for the remainder of the Sugar Bowl game. WREN sportscaster Max Falkenstien will attend the Orange Bowl game; he'll have plenty of interesting sidelights for you K. U. fans when he returns to his nightly 10:15 sports round-up on Monday, Jan. 5." There was a postscript which read: "We'll be listening to the Orange Bowl game ourselves!"

Radio-Electronics School Enrollment Now Past 800

MORE THAN 800 students are enrolled in the Radio-Electronics School of New York, recently formed by a group of radio and television executives. The school, which offers four courses in AM, FM and TV, including an advanced course in FM-TV, is expected to supply much of the demand for trained men in radio manufacturing concerns throughout the country.

R. L. Duncan, former president of RCA Institute, and William Campbell, until recently European manager of Press Wireless, are directing the training program.

Backers of the school are Herbert L. Pettey, executive director, WHN New York; William B. Dolph, executive vice president of American Broadcasting Stations, Washington; Oveta Culp Hobby, vice president, KPRC Houston; Hamilton Hoge, president, U. S. Television Mfg. Corp.; John Shepard 3rd, Yankee Network chairman; Harry C. Wilder, president, Central New York Broadcasting Corp.; Harold Hogencamp, president, Television Projects Inc.; William M. O'Neil, president. WJW Cleveland; Ralph Brunton, president, KQW San Francisco; John De Witt, president, WSM Nashville.

TEACHERS' INTERNSHIP ENDORSED BY COUNCIL

INTERNSHIP for radio teachers in stations has been a successful plan of the Council on Radio Journalism and that body on Monday recommended its continuance at its semi-annual meeting held at the 31st convention of the American Assn. of Teachers of Journalism in Philadelphia.

Under the plan, teachers of radio in schools and colleges work in radio stations during summer vacations to learn the current station practices. Since the plan was first put into effect in 1944, more than 20 instructors have served as internes, acquiring a greater know-how for the classroom.

Also recommended by the council was an effort to reach agreement among teachers and schools on terminology used in courses and actual course content. Returns from a questionnaire sent out by the council to 200 radio teachers revealed a great divergence in use of terms and course content.

Mitchell Charnley, U. of Minnesota, was named chairman to succeed Wilbur Schramm, assistant to the president of Illinois U.

The council, made up of industry members and of radio teachers, was also attended by: Jack Harris, KPRC Houston; Art Stringer, NAB; Bill Brooks, NBC; E. R. Vadeboncoeur, WSYR Syracuse; Fred Siebert, U. of Illinois; Ken Bartlett, Syracuse U. and Floyd K. Baskette, Emory U.

FM Station of Oswego's 'Palladium-Times' Starts

WOPT, new FM station at Oswego, N. Y., wholly owned by Palladium-Times Inc., publisher of Oswego's daily *Paladium-Times*, held its inaugural broadcast New Year's Eve. Among those participating were Harvey M. Rice, president of Oswego State College, and Commodore John M. Gill, U.S.N. (retired).

New station is operating on 104.7 mc (Channel 284) with 3 kw. A new building houses the transmitter, studios and offices. Station's 342-ft. tower is located on the highest ridge between Lake Ontario and Oneida Lake.

Robert E. Russell, formerly of KMBC Kansas City, is WOPT station manager, and E. M. Waterbury, treasurer of Palladium-Times Inc., is general manager. Other staff members include: Ralph Renaud, of Syracuse, chief engineer; Cyril Edmunds, formerly of WNDR Syracuse, assistant engineer; Roger Stebbins, previously with WENY Elmira, N. Y., announcer, and Paul Abbott, formerly of WMFF Plattsburg, N. Y., news editor. Ernest A. Barbeau of Schenectady, who has had experience with the General Electric Co., is consulting engineer.

Yes, '48 will be prosperous

at WSWN too

BELLE GLADE, FLORIDA

* * *

"THE LITTLE STATION WITH THE LONG REACH"

* * *

BROADCASTING didn't quote us in last week's look into the new year's business, but with a 1000-watt *minimum cost* coverage of 165 thousand radio families in 18 South Florida counties, we're looking for more and more business from dollar-wise national advertisers. So add this forecast to last week's selection:

TOM WATSON, JR.

Manager WSWN, Belle Glade, Fla.

WE ARE PROVIDING South Florida with one of those mystifying signals which reach out far beyond the anticipated coverage and sell hundreds of thousands at rates designed for tens of thousands. The local advertisers have sold themselves on WSWN. Now starts the rush of National Accounts to this station that hands out the most for the least. Yes, 1948 will be prosperous at WSWN too. We'll welcome your inquiry for rates that are rock-bottom; for availabilities that are top-notch.

Mr. Watson

* * *

GET IN ON *the ground floor at the station that's delivering munificent South Florida at only a fraction of what you pay for advertising elsewhere . . .*

WSWN Dial 900, Belle Glade, Fla.

WAGA Given First Atlanta TV Grant

FIRST television station for Atlanta, Ga., and the third for the George B. Storer radio interests, was authorized by FCC last Tuesday in a grant to WAGA Atlanta for use of Channel 5 (76-82 mc) with 17.768-kw visual power, 9.37 kw aural, and antenna height of 555 feet.

Fort Industry Co., headed by Mr. Storer, also has television grants for WTVT Toledo, where it operates WSPD, and for WTVO Detroit (WJBK), and has an application pending for Miami (WGBS). WAGA, another of the Fort Industry stations, is licensed to Liberty Broadcasting Co. and has an FM affiliate as well as the new television grant.

Two other Atlanta television applications are pending for the three remaining channels. One was filed by WSB Atlanta and the other by the *Atlanta Constitution's* WCON Atlanta. Both were filed in the last few weeks.

PRO GAME TELECAST ALMOST KEPT OFF AIR

CHICAGO almost didn't get its television broadcast of the National Football League pro championship game between the Chicago Cardinals and the Philadelphia Eagles Dec. 28.

Until late on the evening preceding the game Bert Bell, NFL Commissioner, refused his consent, declaring television would reduce the gate at Comiskey Park, home field of the Cardinals.

Advance ticket sales for the contest were so poor, however, that Commissioner Bell yielded to requests by Edmund I. Eger, partner in the Chicago advertising firm of Cruttenden & Eger, and Richard Graver, vice president of Admiral Radio Corp. in charge of television, and signed a contract for an undisclosed sum which permitted the game to be broadcast by WBKB Chicago under Admiral's sponsorship.

HST's Thanks

HOLLIS SEAVEY, WOL Washington operations manager, is the proud possessor of a personal letter of thanks from President Truman last week. Mr. Seavey, while at the White House Christmas Eve for broadcast ceremonies of the annual Christmas tree lighting, heard the President express a desire for a recording of *Missouri, My State.* Promptly Mr. Seavey arranged for a disc to be forwarded, evoking the expression of gratitude from the Chief Executive.

VERMONT STUDY SAYS FARMERS LIKE RADIOS

NINETY-EIGHT per cent of farmers in the upper third income bracket have radios, according to a study conducted in Vermont by the Bureau of Agricultural Economics, Dept. of Agriculture. In the middle bracket, 95% have radios, while 80% of those in the lower third own sets, it was found.

The Bureau has just released a report on a sampling survey, conducted last July, which shows that 83% of U. S. farms have radios in working order. The range is from 66% in Mississippi to 96% in Washington. Radio ownership increased from 20% in 1930 to 60% in 1940 and 75% in 1945, according to the bureau.

In the Vermont study it was found that 7 of 10 women with radios say they learn new things about homemaking by listening to radio programs. Of these, 80% incorporate some of the ideas into their household work. Radio ranked just below farm papers and magazines as a source of ideas but considerably higher than newspapers, or friends and neighbors.

Summing up, the Bureau said, "It is evident that radio is an effective means of getting information to women. It is apparently much more effective among women than men."

'Democracy' Essay Award Luncheon Set for Jan. 28

NATIONAL awards luncheon at which four high school students will receive $500 scholarships for their winning essays in "I Speak for Democracy" contest conducted in connection with National Radio Week will be held Jan. 28 at the Statler Hotel, Washington.

The contest was co-sponsored by the NAB, Radio Manufacturers Assn. and U. S. Junior Chamber of Commerce and endorsed by the U. S. Office of Education and Dr. John W. Studebaker, Commissioner of Education.

The board of national judges is hearing five-minute transcriptions of the competing broadcasts.

Over 20,000 students entered the contest in 500 communities. Thirty-nine state winners, including one from Alaska, are participating in the finals.

Regional News Clinics Resume in Mid-February

SERIES of regional news clinics for broadcast stations will be resumed in mid-February under direction of Arthur C. Stringer, secretary of the NAB News Committee. The clinics were started two years ago.

Campbell Arnoux, WTAR Norfolk, Va., NAB District 4 director, last week announced that three clinics will be held in his district. First will be held Feb. 16 for West Virginia stations, with Charleston as the site. Bert Sonis, program manager of WCHS Charleston, will be in charge. Second clinic will be held Feb. 17 at Richmond, Va., for Virginia and District of Columbia stations, with E. S. Whitlock, manager of WRNL Richmond, in charge. Third will be held Feb. 18 at Charlotte, N. C., for the Carolinas. Harold Essex, manager of WSJS Winston-Salem, will be in charge.

Administrative Changes Initiated by FCC Units

BRINGING the organization plan into line with that of the Engineering Dept., to facilitate intra-agency work on common problems, FCC last week redesignated the "branches" of its Accounting Dept. as "divisions," and consolidated the Economics Analysis and the Statistics divisions. Officials said no job or personnel changes are involved.

The units of the department henceforth will be known as Accounting Regulations Division, Broadcast Division, Field Division, Rates Division, and Economics & Statistics Division. In addition to the Broadcast Division, the Economics & Statistics Division will have a Broadcast Section, along with Common Carrier and Special Studies sections.

WAGE - HOUR HEARING INCLUDES 7 RADIOMEN

CLARIFICATION of the Fair Labor Standards Act as applied to radio station personnel will be asked Jan. 7 by seven industry spokesmen at a hearing before the Wage and Hour Administrator. Hearing will be held at 10 a. m. in the Interdepartmental Auditorium, Washington.

Representing the industry will be Richard P. Doherty, NAB director of employe-employer relations; J. Allen Brown, assistant director, NAB Dept. of Broadcast Advertising; R. T. Mason, WMRN Marion, Ohio, also NAB board member; Marshall H. Pengra, WATO Oak Ridge, Tenn.; Merrill Lindsay, WSOY Decatur, Ill.; Prof. Fred S. Seibert, U. of Illinois School of Journalism; a network representative not yet named.

Revision of the law to provide overtime payments based only on regular hourly rates of pay for standard work weeks as defined in union contracts or employe agreements was asked by NAB at a Nov. 20 hearing before the House Education & Labor Committee [BROADCASTING, Nov. 24]. NAB also asked clarified exemptions covering executive, administrative and professional personnel.

New 'Listenability' Study Ready in 60 Days-Kobak

EDGAR KOBAK, president of Mutual, last week said that network's preparation of its nighttime "listenability" study of the four major networks—sequel to its daytime study which caused a furor several months ago—would be completed within 30 to 60 days.

Mr. Kobak said that Mutual was entirely satisfied with its standing among the networks according to the preliminary phases of the study completed to date.

Upcoming

Jan. 12-13: NAB Board Standards of Practice Committee, NAB Hdqrs., Washington.
Jan. 12-16: NRDGA Annual Convention, Hotel Pennsylvania, New York.
Jan. 13-14: NAB Engineering Executive Committee, NAB Hdqrs., Washington.
Jan. 15-16: NAB Board International Advisory Committee, NAB Hdqrs., Washington.
Jan. 19: Skywave and Clear Channel Hearing, Washington.
Jan. 19-20: Georgia Assn. of Broadcasters, winter meeting, Hotel Sheraton Bon Air, Augusta.
Jan. 22: RMA Winter Conclave, Stevens Hotel, Chicago.
Jan. 22-24: CBC Board of Governors Meeting, Ottawa.
Jan. 26-27: NAB Small Market Stations Executive Committee, NAB Hdqrs., Washington.
Jan. 26-27: NAB Program Executive Committee, Statler Hotel, Washington.
Jan. 26-30: AIEE General Winter Meeting, Pittsburgh.
Jan. 28: Joint Meeting NAB Program Executive Committee and NAB Public Relations Committee, NAB Hdqrs., and Statler Hotel, Washington, with Voice of Democracy luncheon.
Jan. 28-Feb. 1: Assn. Women Broadcasters meeting, Mayflower Hotel, Washington.
Jan. 29: NAB Public Relations Committee, NAB Hdqrs., Washington.

SPONSORS SWAP and remain friends. When Hale Bros., San Francisco department store chain, recently decided to drop *Hour of Melody* which it sponsored for five years on KSFO that city, J. E. French Co. (Dodge, Plymouth dealers), took over. James E. French Jr., vice president of automotive firm, accepted program from Prentis C. Hale, vice president of Hale Bros., during broadcast. Celebrating following ceremony are (seated, l to r): Junius C. Smith, advertising director of Hale Bros.; Mr. Hale; Mr. French; (standing, l to r), George Taylor, head of San Francisco advertising agency bearing his name and servicing J. E. French Co. account; Keith Kerby, KSFO program manager, and Philip G. Lasky, vice president and general manager of station.

GE Price Cuts from 3-10% Will Save Consumers an Estimated $50,000,000

PRICE REDUCTIONS ranging from 3 to 10% in home radios and television receivers as well as other appliances were announced last week by Charles E. Wilson, president of the General Electric Co.

The reductions, according to Mr. Wilson, will save consumers approximately $50,000,000 in 1948. No lowering of prices for broadcasting transmitters or studio equipment was reported.

Mr. Wilson said GE hoped to be able "to extend such action to other product lines, as similar action is taken by our suppliers and material manufacturers."

In addition to home appliances, the company reduced prices on component parts, including fractional horsepower motors, timers and ballasts for fluorescent lighting, which GE supplies to other manufacturers.

In a statement explaining GE's new price policy, Mr. Wilson said it was the company's conviction "that voluntary action and self restraint by individual citizens and companies do most to reverse the tide of inflation."

The GE apparatus department which produces most of the company's capital goods, including turbines and generators, earlier had announced a price protection policy providing for variations of 20% up or down.

Congratulations on the company's action were dispatched to Mr. Wilson on Wednesday by President Truman and Secretary of Commerce W. Averell Harriman. The President called the step "extremely heartening in the nation's fight against inflation." "Should other industries follow your example," he added, "a real bulwark will be built against rising prices." Mr. Harriman also hailed the reduction, saying, "The step is in the public interest at this time and I hope it will encourage other far-seeing business men to follow a similar course."

KCOL and WMAK

(*Continued from page 79*)

Gray to a partnership to which capital has been contributed as follows: Mr. Gray, $354,436.43; his brother Bowman Gray, assistant sales manager and director Reynolds Tobacco Co., $30,000; their mother, Nathalie L. Bernard, $5,000, and Carlysle A. Bethel, vice president Wachovia Bank and Trust Co., $5,000. Gordon Gray is to be managing partner. Jane C. Gray, wife of Gordon, and Elizabeth C. Gray, wife of Bowman, may become partners through investment of monies at some future date according to the provisions. Gordon Gray is owner of Piedmont Pub. Co., licensee WSJS that city.

WCAE Pittsburgh—Transfer of Control of licensee, WCAE Inc., from Pitt Pub. Co. to Hearst Pub. Co. Inc. Transaction involves merger of Pitt Pub. Co. into latter new firm.

KSFA Nacogdoches, Tex.—Assignment of license from Wilbur C. Fouts trading as Nacogdoches Broadcasting Co., to new corporation of same name of which Mr. Fouts is president and 83.7% owner. Other officers: Morris M. McKnight, station manager, vice president and secretary, 5.4%, and Lucille B. Fouts, 10.9%.

KCRS Midland, Tex.—Assignment of license and construction permit from Millard Eidson, independent and executor of estate of Clarence Scharbauer, deceased, to Mrs. Ruth Scharbauer, wife of the deceased, and Clarence Scharbauer Jr. Each receives 50%.

WLBC and WLBC-FM Muncie, Ind.—Assignment of license from Donald A. Burton to Tri-City Radio Corp. of which Mr. Burton is president and 99.8% owner. Other officers: Garnet M. Burton, secretary 0.1%, and William F. Cragi, vice president 0.1%.

WKMH and WKMH-FM Dearborn, Mich.—Assignment of license and construction permit of WKMH and conditional grant for WKMH-FM from Suburban Broadcasters, co-partnership, to WKMH Inc., new corporation of same individuals: Frederick A. Knorr, president; Harvey R. Hansen, vice president, and William H. McCoy, secretary-treasurer. Each holds one-third interest.

WMFR and WMFR-FM High Point, N. C.—Assignment of license and construction permit of WMFR and construction permit of WMFR-FM from partnership, Radio Station WMFR, to new corporation of same name and some of same individuals: Frank S. Lambeth, president-treasurer 51%; James E. Lambeth Jr., vice president 4%; Helen M. Lambeth, secretary and assistant treasurer 20%, and Molly H. Lambeth, 25%. James E. Lambeth Sr. until his death Nov. 22 had held one-fifth interest. James E. Jr., Frank, Molly and Ralph M., who controls WGBG Greensboro, N. C., shared equally in the estate but James E. Jr. and Ralph have assigned their interests to Frank at book value, which amount is deducted from his remaining share in the estate.

WMAP Monroe, N. C.—Assignment of license from Union Broadcasting Co., partnership, to new corporation of same name and owners: J. Ray Shute, president 52%; Olin B. Sike, secretary-treasurer 24%, and James S. Beaty Jr., vice president 24%.

WKRC and WCTS (FM) Cincinnati—Assignment of license from The Cincinnati Times-Star Co., publisher daily Times-Star, to wholly owned subsidiary, Radio Cincinnati Inc.

KATL Houston, Tex.—Assignment of license from Texas Broadcasters, partnership, to new corporation of same name and ownership with addition of King H. Robinson, general manager, as 10% owner. Others reduce holdings from one-third each to 30% each. New firm: William H. Talbot, president; E. A. Stephens, 40% owner WDSU New Orleans, treasurer; Fred Weber, 22% owner WDSU, secretary, and Mr. King, vice president.

WCAU-TV WILL BEGIN TESTING ON JAN. 15

WCAU-TV Philadelphia is slated to go on air with its first test patterns about Jan. 15, according to Dr. Leon Levy, president and general manager. Owned by *Evening Bulletin*, the station is on Channel 10.

Tower will be the highest structure in Philadelphia when it is completed.

It will be 737 feet above the street, a 256-foot tower atop the 481-foot Philadelphia Saving Fund Building. Most of the girders and the transmitter have been raised to the roof by ingenious use of freight elevators, although some of the larger girders have been lifted by block and tackle. One of the most ticklish jobs foreseen by the riggers is the raising of the two one-ton pylons used for FM to the top of the tower.

The project was planned and is supervised by Robin D. Compton, who participated in the planning and construction of NBC television and FM facilities in the Empire State Building in 1935 in cooperation with Maj. Edwin H. Armstrong. Mr. Compton has been with *The Bulletin* since May 1945.

When WCAU begins operating its TV station, it will be the third Philadelphia video outlet. Already functioning in that city are WPTZ and WFIL-TV.

NBC

(*Continued from page 18*)

activities, announced that the significance of the advertising campaign was "that it marks the end of the 'waiting' period in television."

"We have the goods," said Mr. Mullen, "and we want everybody—the viewers and the future viewers, the telecasters and the future telecasters, the advertisers and future advertisers—to know it."

The NBC television advertisement follows a theme not unlike that in radio advertisements placed in major dailies by RCA Sept. 13, 1926, when it announced the organization of the National Broadcasting Co.

"In 1948," says the copy, "NBC offers to the public the greatest medium of mass communication in the world—network television."

Gives Status

The advertisement outlines the present status of television networks and stations, points out notable programs which NBC has broadcast, and asserts NBC's belief that "within a few years more than a quarter of a million people will be employed in the manufacturing and telecasting operations of the business alone."

"Available estimates point to television as a half-billion dollar business by the end of this year," the ad says.

The ad will run in all New York dailies including the *Journal of Commerce* and the *Wall St. Journal* and in newspapers in the following other cities: Chicago, Washington, Cleveland, Baltimore, Schenectady, Albany, Los Angeles, Hollywood, Boston, Richmond, Detroit, Philadelphia St. Louis, Milwaukee, Troy, New Haven and Salt Lake City.

TALKS ARE RENEWED IN N. Y. RDG FIGHT

STRONG possibility of peaceful settlement of dispute between Radio Directors Guild New York local and CBS, NBC, ABC and WOR New York arose Friday after negotiations were resumed through the intercession of the State Mediation Board. Negotiations will be resumed today (Monday). "We are in the area of agreement . . . There still remains the possibility of a settlement . . . without calling a strike," RDG said.

Hope of peaceful settling the dispute had lessened Tuesday when a zero-hour negotiation meeting arranged by the State Mediation Board broke up in disagreement. The RDG's contract with the broadcasting companies expired with the old year.

Reports of dissension within the union on the strike issue were nullified earlier in the week by an announcement that "a committee of the whole of agency and freelance directors" had approved a resolution of full confidence in the local's leadership and any strike action it might take.

Conviction Asked

(Continued from page 13)

ment, charged Mr. Petrillo with violating the Lea Act by attempting to force and coerce station WAAF Chicago to employ three additional AFM members as librarians by ordering three regularly employed librarians to walk out of the station.

This act, which took place May 26, 1946, resulted in the station management calling on the U. S. Attorney General's office to prosecute Mr. Petrillo on charges of wilfully violating the Lea Act. He described the station's history, dating from 1922 when it went on the air, broadcasting stock market reports up to the date of the union conflict. (The station is owned by Drovers Journal Publishing Co., a farm publication.)

Mr. Carmell admitted all portions of the Government's bill of information pertaining to telegrams sent to various employes of the station, but denied all charges made by the prosecution. He took even less time to summarize the defense. Every act by Mr. Petrillo in negotiations with WAAF, he declared, was legitimate and involved no violation of either the Lea Act or the Constitution.

Claims Union Right

Mr. Carmell charged that after negotiations between a union and a contracting party fail, the union has a right to strike and that such rights are guaranteed by the U. S. Constitution.

First witness for the government was an FBI agent, Peter P. Schneider, who identified 12 government exhibits as pictures taken by himself of WAAF's record library on the 24th floor of the Palmer House.

The government's next witness was William E. Hutchinson, Drovers Journal secretary-treasurer who testified that in that capacity he had supervised the operation of WAAF since it was licensed by the FCC. On cross-examination by Mr. Carmell he admitted that a letter sent May 18, 1946, by Bradley Eidmann, station manager, to Mr. Petrillo stating that the demands made by Mr. Petrillo for three additional librarians would be made known to Mr. Hutchinson later in the week. Actually, Mr. Hutchinson testified, he had instructed Mr. Eidmann to refuse to accept the additional AFM librarians prior to the date the letter was mailed. Any objection to this by Mr. Kerner was overruled.

Mr. Hutchinson also admitted under cross-examination that the three AFM librarians were employed in that capacity although in the station's renewal for a license before the FCC, their employment had been set forth as "operators of mechanical musical devices." Mr. Hutchinson said the description of the librarians' duties was not intentional. The questioning of Mr. Hutchinson was halted at 12:45 when court recessed until 2 p.m.

Judge LaBuy is not expected to hand down a decision for at least two weeks following end of the trial.

Mr. Petrillo paused during his court appearance to lay at rest rumors concerning effect of his Dec. 31 ban on all recordings and transcriptions.

"It means just what it says," he growled. "Anything they used to get paid for is out."

Repeats Permitted

Mr. Petrillo said transcriptions could be made of local or network shows for the purpose of repeat performances or playbacks in time zones or on stations which were unable to carry the original live broadcast.

"Like say the Jack Benny show. They can't carry it in Hollywood at 3 p.m. when the program is aired to New York. So they play the transcription of the show for the West Coast only at 6 p.m., Pacific Coast time. That's OK. The boys don't get no pay for that. Everything else is out."

Asked to confirm a rumor that he would permit musicians to continue to play for the networks after Feb. 1, should the pending negotiations between himself and the four network heads fail to renew contracts, Mr. Petrillo said, "How do I know what we'll do on Feb. 1. It's a long way off. Do you know what the networks will do if I refuse to accept their terms. Maybe we'll refuse to work and maybe we won't. I ain't sayin'."

Mr. Petrillo said he would concern himself with industry problems "when the time comes."

"Right now I gotta make a speech," he said, nodding toward Judge LaBuy's courtroom.

A "HIXUATION" developed in Tulsa when C. A. Donovan, executive of KVOO, chanced upon a Salvation Army band doing its Christmas cheering on a street corner with the Tulsa representative of AFM hovering in the background. Remembering the chuckles at the BROADCASTING Dec. 15 cartoon of Sid Hix (at left), arrangements were quickly made with the station's promotion department for pictorial record of the coincidence.

The government's case against Petrillo swiftly evolved itself as District Attorney Kerner interrogated other government witnesses. These included Mr. Eidmann; the station's legal counsel, William J. Freidman and Harry Schulman, and the three discharged WAAF librarians. From the attorneys Mr. Kerner sought to establish that despite many attempts to obtain a personal interview with the AFM president, Petrillo stubbornly refused to negotiate and when they refused his demands that WAAF employ three additional musicians, which the station contended were not needed, had ordered a walkout. In questioning the former librarians, Mrs. A. B. Egan, of Kansas City, Mo. (formerly Miss Helen Colton), Arthur John Ray and Miss Marguerite L. Frye. Mr. Kerner drove home that all three employes worked only 30 hours per week, that they did not consider themselves overworked and that they had no complaints about the station management regarding hours or working conditions. Petrillo's lawyers made no objection to these questions but on cross-examination asked each to identify photostats of contracts signed by the individuals and the station management which identified their employment as "operators of mechanical devices."

Mr. Carmell, by this line of questioning, made plain the defense's campaign—that all three AFM members were required to do duties other than those stipulated by contract and that Petrillo in asking for additional employes did so to prevent duplication of employment.

Others Testify

All the discharged musicians admitted that they had not been ordered to return to WAAF by Petrillo following receipt of telegrams from him authorizing the walkout, or that they had received any compensation, or that Petrillo had made any special effort to obtain employment for them. The district attorney's point was that Petrillo, by cutting off their means of livelihood, actually exercised greater control over his own members than the station and that his act had worked to their disadvantage.

After Jack Gould, radio editor of the *New York Times*, and two St. Petersburg, Fla., newspapermen—Frank White of the *Evening Independent* and George Bartlett of the *Times*—had testified they heard Petrillo say he intentionally violated the Lea Act, the government rested its case.

Defense Attorney Carmell promptly moved that the court enter a not guilty verdict on the grounds that there was not "sufficient evidence to warrant Petrillo's conviction and that a conviction upon the evidence adduced by the government would constitute an unconstitutional application of the Communications Act of 1934."

"The government has failed to prove facts sufficient to constitute a *prima facie* case, or the crime alleged in the information, or any crime at all," he said.

"The government has failed to prove that the defendant wilfully did attempt to coerce, compel, or constrain WAAF to employ or agree to employ any persons in excess of the number needed to perform actual services."

He added that a conviction upon the evidence would be "repugnant" to the Thirteenth Amendment of the Constitution in that it would impose involuntary servitude, to the First Amendment as abridgment of freedom of speech, press and assembly, and to the due process clause of the Fifth Amendment as "a deprivation of liberty and property without due process of law."

U. S. Attorney Kerner moved that the motion be denied, but Judge LaBuy withheld a decision pending "further study."

Chief defense witness was Mr. Gilbert, former Harvard eco-

In the Dog House

PETRILLO entered Judge LaBuy's chambers flanked by his attorneys, Dan D. Carmell, Henry Kaiser and Milton Diamond. Before entering the courtroom he obliged photographers and posed with Mr. Carmell until the flashing photobulbs forced him to protest that he was going blind.

"That's all right, Mr. Petrillo," a photographer replied, "we'll get you a seeing-eye dog."

"We'll need one to get around the Lea Act," Mr. Carmell wise-cracked.

nomics instructor, assistant to the late Presidential advisor, Harry Hopkins, and OPA economist.

Admittedly leaning on FCC's Blue Book and a transcript of the congressional hearings which preceded enactment of the Lea Act, Mr. Gilbert declared FCC expects stations to provide "more live than canned—and more local than network—music."

He observed that opportunities for musicians started decreasing in the late twenties when technological developments, notably the motion picture sound track, came to the fore.

"Within a relatively short period, a half dozen stations with 50 musicians may satisfy music demands of the whole world if the present trend continues," he said.

Asked by Mr. Kerner if it were not true that a general depression also started in the late twenties, causing widespread unemployment, the witness replied in the affirmative.

Mr. Gilbert also admitted under cross-examination that record turners are not "live musicians". He asserted that application of the Blue Book to practical broadcasting in a strict sense "would put the industry out of business."

The witness also divulged he would receive a "fee from Mr. Carmell" for appearing in defense of Petrillo and that he has always been a champion of AFM.

Closing Argument

Mr. Kerner, in his closing argument Friday morning, called for a rejection of Mr. Carmell's motion that the court enter a not-guilty verdict and asked for conviction. Judge LaBuy indicated he did not intend to rule on it, preferring as he had said earlier last week, to withhold a decision pending "further study."

When he does render a decision, he will either reject Mr. Carmell's motion, or accept it, the latter being tantamount to acquittal.

The U. S. District Attorney cited as evidences of "wilfulness" on the part of Mr. Petrillo—(1) "demand" that six musicians be employed in all, as contained in his May 11, 1946, letter to WAAF; (2) four telephone calls he made to station officials reiterating his demands; (3) refusal to sit down and amicably settle the dispute, although WAAF officials offered to do so on several occasions; (4) refusal to accept station offer to put one additional musician on staff (Mr. Petrillo had reportedly replied, "It will be six or nothing"); (5) public statement by Mr. Petrillo at AFM convention in St. Petersburg, Fla., in June 1946, that "I have intentionally violated the Lea Act and am waiting for the U. S. marshal to pick me up now."

Mr. Kerner contended the AFM czar had instilled fear in the musicians employed at WAAF by reminding them of the union by-laws which state that "anyone who disobeys the orders of the president will be punished."

He recalled that Illinois and Wisconsin courts both have held that "coercion is as easily accomplished without violence as with violence through fear of damage to business, which is as acute as fear of bodily harm." Contending that WAAF was employing 12 times the number of musicians required at the time the FCC Blue Book study (regarding musicians) was made, Mr. Kerner took vigorous exception to a previous contention of Richard Gilbert, defense witness, that more musicians should be hired "just because the station is making large profits."

Defense Attorney Carmell, who promised a lengthy closing talk, later subject to rebuttal by Mr. Kerner, prefaced his Friday morning appearance by reading a paragraph from the Supreme Court majority opinion handed down in the Petrillo case, to the effect that "an employer's statement is not sufficient to determine how many employes are needed." He emphasized his belief that the station was in no way inconvenienced as evidenced by testimony of its own personnel.

"You can't shoot a dead corpse," he wisecracked.

He discounted the U. S. District Attorney's claims that Mr. Petrillo had refused to talk things over with the station officials and alluded to Mr. Kerner's reference to union methods on making its demands known. He remarked, "phone calls, letters and telegrams are accepted methods of communication in union matters."

Outside Judge LaBuy's court, James C. Petrillo (l) conferred with his attorney, Dan D. Carmell.

KTSW Hearing on Ownership Changes Scheduled for Feb. 2 by Commission

A SHOW-CAUSE HEARING to determine whether control of KTSW Emporia, Kans., changed hands without FCC approval in violation of the Communications Act, was ordered by the Commission last week to be held Feb. 2.

FCC's order grew out of a pending application for transfer of the combined 74% interests of R. J. Laubengayer, Sidney F. and John F. Harris to Gervais F. and Robert B. Reed for $40,942 [BROADCASTING, July 21]. Commission authorities said that in processing the application they did not find complete prior reports relating to transfer of control to Messrs. Laubengayer and Harris.

The Commission said the hearing would center on three questions:

1. Whether a transfer of control of Emporia Broadcasting Co. [KTSW licensee] to R. J. Laubengayer, Sidney F. Harris and John F. Harris, acting jointly and by agreement, written or oral, was consummated on or before July 15, 1946.

2. Whether the Emporia Broadcasting Co. and R. J. Laubengayer, Sidney F. Harris and John F. Harris, have violated Sec. 310 (b) of the Act and Sec. 1.321 of the Commission's rules by failing to file an application for transfer of control of Emporia Broadcasting Co. to R. J. Laubengayer et al. and by failing to comply with the provisions of Sec. 1.321 of the rules;

3. Whether in the event the Commission should find that such violation occurred, the Commission should institute proceedings looking to a revocation of the license of Emporia Broadcasting Co. for KTSW, or require compliance with the provisions of Sec. 310 (b) of the Act and the rules.

Sec. 310 (b) of the Act requires advance FCC approval of transfers of control, and Sec. 1.321 of the rules is the Avco Rule on public bidding on station sales.

Mr. Laubengayer owns 34% of KTSW and the Harrises have 20% each, according to the application for FCC approval of the sale of these interests to the Reeds, who control the *Garden City* (Kans.) *Telegram*.

Messrs. Laubengayer and Harris also are associated in ownership of KSAL Salina, Kans., and with other associates have an application pending for acquisition of KFBI Wichita for $350,000 [BROADCASTING, Sept. 29]. Evart Mills, attorney, John R. Griffith, drug chain operator, and a group of KFBI employes have filed a competing application in the KFBI transfer case, under the Avco Rules [BROADCASTING, Dec. 15].

KTSW is on 1400 kc with 250 w. FCC said the hearing would be held in Washington.

Radio Aids

(Continued from page 15)

WMAQ, with power lines and transmitter in Bloomington, Ill., was silenced 40 minutes around noon but back to normal late Thursday afternoon.

WJJD's tower at Mt. Prospect, Ill., one of two, toppled, knocking the station out for a brief period. CBS-owned and operated WBBM twice experienced brief mechanical difficulties in the afternoon but recovered. WAAF went dead for 20 minutes, its transmission lines atop Exchange Bldg., in stockyards broken by ice. WGES, which has no emergency generator, and WAIT, off since 11 a.m. New Year's day, hoped they would be operating by late Friday. The storm also wrecked tower of WAYH, Chicago Transit Authority, Surface Division, station.

Transcription Backlogs

(Continued from page 13)

stockpile on hand. Mr. Crosby is transcribed through March 17, it was said. An ABC executive said that if the ban persisted beyond that time, Mr. Crosby would begin live broadcasting.

Smaller recording and transcription companies who's finances were insufficient to stand the enormous investment of storing heavy backlogs would unquestionably suffer if the musicians' work stoppage were prolonged, observers agreed.

Two major transcription companies, Louis G. Cowan Inc. and Frederic W. Ziv Co., reported they had a year's supply of their shows that were musical or had musical backgrounds.

As deadline neared, Chicago recording studios were booked around the clock and until midnight Wednesday as advertising agencies ordered more and more platters for their backlogs against the recording ban. Ruthrauff and Ryan Inc. reported a two-year supply had been stored away for clients in several states. Officials at the Columbia studio, recorders, predicted that the average time a singing commercial is used will be increased from 90 days to "six months and longer."

Typical of many companies, Sonora Records announced it had "a good backlog of (popular tunes) which we shall issue slowly in order to remain in the pop field." Sonora reported it had built a greater backlog in albums and would concentrate on album production during the musicians ban.

Special Releases

Decca Records Inc., like most other recording firms, has been given special releases on tunes by composers and theatrical producers so that they could be recorded in advance of the AFM ban.

RCA-Victor reported that the last popular music it recorded before the ban was played by Vaughn Monroe whose orchestra was the first to record after the end of the previous AFM recording ban in November 1944. RCA-Victor's last recording session ended minutes before midnight, Dec. 31, when the New York stoppage began.

Other recordings made at RCA-Victor New York studios were by James Melton, Metropolitan Opera star, and Beatrice Lillie, British singer and actress. They recorded tunes from the forthcoming Broadway musical, "Inside USA," which will star Miss Lillie. Records are RCA-Victor Red Seal master recordings. Mr. Melton recorded from 6 to 9 p.m., Miss Lillie from 7 to 10 p.m.

At Deadline ...

CBS STAFF REALIGNMENT DUE WITH WHITE SHIFT

PROMOTION of Frank White, CBS vice president and treasurer, to presidency of Columbia Records [BROADCASTING, Dec. 29] last week opened way for realignment of several executive positions in network.

S. R. Dean, assistant treasurer, will probably become treasurer, although not vice president, it was reported. James M. Seward, assistant secretary, will assume expanded duties in network operations.

Howard S. Meighan, CBS vice president in charge of station administration, will be given additional duties in network policy matters, it was believed. Howard Hausman, director of personnel relations, who in past has assisted Mr. White in labor relations, will probably be given greater duties in this field.

NAB COMMITTEE TO STUDY REWRITTEN WHITE BILL

PROVISIONS of new version of White Bill to amend Communications Act (S-1333) will be studied today (Monday) by NAB Legislative Committee, meeting at NAB headquarters in Washington. Committee chairman is J. Harold Ryan, WSPD Toledo.

Other members are Joseph C. Burwell, WMBS Uniontown, Pa.; William B. Dolph, WMT Cedar Rapids; Don S. Elias, WWNC Asheville; Wilt Gunzendorfer, KROW Oakland; E. K. Hartenbower, KCMO Kansas City; Paul Miller, Gannett Newspapers; Glenn Snyder, WLS Chicago. Board liaison members, Clair R. McCollough, WGAL Lancaster, and C. Bruce McConnell, WISH Indianapolis.

RAY FADEL, office manager of KLO Ogden, Utah, before discharge from Army after five years' service, named assistant general manager of KUTA Salt Lake City.

PETRILLO TRIAL ADJOURNED BY COURT TO JAN. 14

TRIAL of James C. Petrillo, AFM president, on charge of Lea ACT violation adjourned Friday afternoon in U. S. District Court, Chicago, to 10 a.m. Jan. 14, when decision is expected by Judge Walter J. LaBuy. Court heard closing arguments by Otto Kerner Jr., U. S. District Attorney, and Daniel Carmell, defense attorney (early story, page 13).

Mr. Kerner charged defense counsel was attempting to "whitewash" actions of defendant through use of word "withdrawal" in referring to strike at WAAF Chicago. He said employes were satisfied with jobs until pulled off by AFM czar. He said Mr. Petrillo purposely caused trouble to set stage for hot argument at AFM convention last year.

NAB CONVENTION PLANS CRYSTALLIZE ON COAST

ARRANGEMENTS for NAB convention week of May 16 in Los Angeles discussed last week by C. E. Arney Jr., NAB secretary-treasurer, with committee of Southern California Broadcasters Assn. Mr. Arney due back at NAB Washington headquarters this week.

Convention to be confined to top-level management and engineering problems, he said, local sales, programs and other topics going to district and area meetings in late summer and early fall. Understood change is possible in original idea of Monday-Tuesday engineering meeting, open Wednesday, and Thursday-Friday management convention, with exhibits open all week.

SAM HENRY Jr., formerly of World Broadcasting System and pre-war NAB broadcast advertising director, named U. S. advertising manager for Trans-World Airline, headquartering in Kansas City.

MBS, CBS Criticize White Bill Redraft

ADVANTAGES of redrafted White Bill to amend radio law (S-1333), "such as they are, are far outweighed by its defects," particularly sections giving program powers to FCC, Mutual said Friday in statement sent to Senate Commerce Committee's radio subcommittee, which has bill under study.

CBS meanwhile filed comments suggesting several "minor" changes but, it was understood, centering main objection on provision giving FCC right to consider programs when passing on renewals. CBS statement reportedly urged that present law on censorship be allowed to stand.

Proposed section giving FCC right to review programming at renewal time "is by far the most alarming feature" MBS declared in analysis prepared by Louis G. Caldwell, Washington counsel, in response to request for comments when redraft was released [BROADCASTING, Dec. 29]. Other program portions termed objectionable: (1) proposed prohibition against false accusations or charges knowingly made (on grounds it would put excessive liability on broadcasters); (2) expansion of "equal opportunities" provision, particularly inclusion of "controversial" questions ("no substantial evil" exists for giving FCC this "regulatory weapon of formidable potentialities"); (3) identification of editorial and interpretative comment ("unnecessary").

As "practical" matter, statement contended, "to the extent that members of the Commission attempt to study and regulate broadcast programs, they fail in their duties in technical and economic fields which desperately need their constant attention both in broadcasting and in the many other communications services."

Mutual considered redraft "improvement" over original bill and said "to some extent" it offered "meritorious amendments" to existing law. But "most of these changes . . . are to the advantage of the larger interests," statement asserted, citing protection against "double jeopardy" under anti-trust laws, omission of limitation on number of stations one person may own, and abandonment of original plan to write FCC's network regulations into law. Network suggested changes in number of sections relating to FCC organization and procedure, opposed several new features (including division of Commission into panels, and new restriction on employment of Commissioners and staff members after leaving FCC), found other provisions "commendable" (including pay raises for FCC members).

TV KICKOFF

OPENING of 1948 Presidential campaign, developing with party dinners in February, to be televised on eastern network keyed from WMAL-TV Washington. Lincoln Day dinner of GOP to be held Feb. 5 at Statler Hotel, Washington. Speaker not yet named. President Truman to be speaker at Jefferson-Jackson Day dinner of Democrats Feb. 19 at Mayflower Hotel. WMAL-TV will feed WMAR Baltimore, WFIL-TV Philadelphia and WCBS-TV New York. Arrangements for televising made by Bryson Rash, WMAL special services director and ABC Presidential announcer.

FCC Extends

(Continued from page 4)

izing by radio stations will rob the people of their last fair source of information."

Elias I. Godofsky, president and general manager of WHLI and WHNY (FM) Hempstead, N. Y., stated in a memorandum filed in lieu of personal appearance that: Radio is recognized and accepted as a primary news medium; principles of free speech and press apply to radio; radio presently practices editorializing; free radio is responsible medium of comunications; frequency limitation no longer sound basis for control, and editorializing is requisite in serving public interest.

Those who propose to appear include:

M. S. Novik, New York public service radio consultant; C. A. Siepmann, chairman, Dept. of Communications in Education, New York U.; Morgan Sexton, general manager KROS Clinton, Iowa; Dr. Stephen S. Wise, president, American Jewish Congress; Morris L. Ernst, partner, Greenbaum, Wolfe & Ernst, New York; Ray Sawyer, national legislative director, AMVETS of World War II; CIO; I. Keith Tyler, director, Institute for Education by Radio, Ohio State U.; American Veterans Committee; Giraud Chester, assistant professor of speech, Cornell U.; Iowa Assn. of Radio News Editors; Russell Smith, legislative secretary, Farmers Educational and Cooperative Union of America; Cooperative League of the U. S. A.; AFL; WGN Chicago; Nathan Straus; WMCA New York.

NAB; KOB Albuquerque; WANN Annapolis, Md.; WGPA Bethlehem, Pa.; WWDC Washington D. C.; WKBV Richmond, Ind.; WHIR Danville, Ky.; WKWK Wheeling, W. Va.; WENY Elmira, N. Y.; WING Dayton, Ohio; WLOL Minneapolis; WIND Chicago; KLZ Denver; WTAD Quincy, Ill.; KUTA Salt Lake City; KGLO Mason City, Iowa; KVOR Colorado Springs; WIZE Springfield, Ohio; WKNA Charlestown, W. Va.; WDEF Chattanooga; WEEK Peoria, Ill.; WJW Cleveland; WKY Oklahoma City.

Robert D. Leigh, chairman, Public Library Inquiry of the Social Science Research Council; John Shepard 3d, Yankee Network; Mark Woods, ABC; CBS; American Civil Liberties Union; Dr. Edmund E. Day, president Cornell U., licensee WHCU and WHCU-FM, Ithaca; Michael R. Hanna, WHCU-WHCU-FM; Communications Workers of America; Stanley Faulkner, Voice of Freedom Comittee.

Cranston Williams, general manager, American Newspaper Publishers Assn., stated in reply to FCC's invitation to appear that "the content of a newspaper and the content of a radio program are two entirely different things. If it should be decided later that our association cares to say anything you will be advised."

Eric Johnston, president, Motion Picture Assn., stated he expects to be in Europe but will file statement. George N. Shuster, Hunter College president, cannot appear but commented FCC's stand is "wholly proper."

WBAL HEARING TO RESUME

LONG-DRAWN hearing WBAL Baltimore's license-renewal application and competing bid of Drew Pearson and Robert S. Allen for WBAL's clear-channel facilities (1090 kc, 5 kw) to be resumed at 10 a.m. today (Monday). Last session was Dec. 16.

WLW Coverage
WLW Dominance

In four weeks WLW reaches 81.2% of the 3¼ million radio homes within this area . . .

With 175 stations heard within the area, WLW receives 19.3% of all listening to all stations

Look at the figures in that headline again.

They reveal the tremendous impact of The Nation's Station within the WLW Merchandise-Able Area, as shown by the Nielsen Radio Index for February-March, 1947.

During the four measured weeks of listening, WLW reached more than four-fifths—81.2%— of the 3¼ million radio homes within the area, between 6 AM and midnight. *That's coverage!*

During the same four weeks, a total of 175 stations received listening within the area, yet WLW received one-fifth—19.3%—of *all* listening to *all* stations. *That's dominance!*

How much did these homes listen? Taking all 3¼ million radio homes within the area, WLW received an average of 375 minutes of listening per home per week between 6 AM and midnight. But, among that 81.2% of the homes which were classified as WLW listeners, the average was 550 minutes of listening to WLW per home per week between 6 AM and midnight. *That's penetration!*

These are just a few of the vital facts revealed by this NRI study. For complete details—and for the figures on the 15 leading competitive stations —contact the WLW Sales Office in Cincinnati, New York or Chicago. On the West Coast, the Keenan & Eickelberg offices in Los Angeles, San Francisco, and Portland will be glad to serve you.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

CROSLEY BROADCASTING CORPORATION